

# DOROTHY LANE MARKET

# market report

September 2007

*honestly better*

## “Fancy Food” Award, Why You Shop at DLM, and Other Ramblings...

Since you may not have heard about this yet, I’ve been asked by my co-workers to tell you about a “fancy” award that we won in July. At the International Fancy Food Show in New York City, we were named one of only six Outstanding Retailers by the National Association for the Specialty Food Trade (NASFT). This is actually the second time we’ve won the award, 2001 being the first.

Getting the award got me to wondering about exactly what “fancy food” is. I suppose we should have some expertise on the subject, getting awards for it and all. Synonyms for fancy in one dictionary include “swanky”, “posh”, “ornamental”, and “impressive”. Hmm...so far I’m not liking this word. That is to say, we don’t particularly aspire, or should I say, *fancy* ourselves, to be these things. But one of the definitions catches my attention: “of particular excellence”.

Excellence is what we strive for, in the food we sell you and in the service we give you. Maybe even that sounds a bit overdone. Simply put, what makes us happy is serving you with good things to eat. Sure, we’ve got the everyday supermarket goods: milk, cereal, paper towels, and so on. And you get good deals on everyday needs with

**Club DLM 2.U.** But what makes us tick? Moreover, why do *you* shop at DLM?

Occasionally, an industry visitor or competitor will comment that DLM is a “niche” store, or that what we do “is not for everyone”. I’m not sure what that means. According to what I hear from you, DLM is as friendly, comfortable, and neighborly, as it is interesting, stimulating, and sophisticated. Expertise? Yes. Snobbery? No. Maybe that’s why, at least weekly, I meet someone in the store who stops me and says, “Meet my aunt from New Jersey”, or “Here’s my brother, visiting from London!” “We had to show them DLM while they were in town!” If you’re proud to bring guests here, and if life is made a wee bit better by having a place like DLM to buy your food, I’d say that’s a good thing.

Back to the notion of “fancy” food...If you were to ask me what you like about the food we sell, I doubt you’d use the word “fancy”. Could we agree on “good-tasting, often traditional, sometimes local, occasionally imported, thoughtfully selected, incredibly cravable, everyday, real food”? Way too long, I know, but it’s an attempt to describe what you find at DLM. A few examples off the top of my head: our Bakery’s Chausson puff pastry sandwiches, made entirely from scratch with high-quality butter from Vermont. I had these for lunch along with our store-made soup



## Chronic Fatigue Syndrome and Fibromyalgia

We've all heard of it, and most likely know someone who has it. But according to the Centers for Disease Control (CDC), because there are no medical diagnostic tests to definitively diagnose it, less than 20% of those with Chronic Fatigue Syndrome (CFS) in this country have been diagnosed. But surprisingly, CFS is not a 21st century disorder, as one might think. By the late 1800s, according to Scientific-Consultants.com, "neurasthenia was a common disorder characterized by undue fatigue on the slightest exertion. The disorder is likely to be the same one known to us today as Chronic Fatigue Syndrome."

So what is CFS and its partner Fibromyalgia? The CDC defines it as a "debilitating and complex disorder characterized by profound fatigue that is not improved by bed rest and may be worsened by physical or mental activity." Other symptoms described by

patients include muscle weakness and pain, multiple joint pain, impaired memory and concentration, sleep disturbances, and tender lymph nodes. And because these symptoms are chronic, anxiety and depression are often reported.

The causes of CFS/Fibromyalgia remain elusive. Much of the research has targeted the immune and endocrine systems, particularly adrenal function, along with the interaction of genetic and environmental factors. But the

good news is that CFS/Fibromyalgia symptoms can be treated through a combination of lifestyle changes, nutrition education, and supplements.

To learn more about **Chronic Fatigue Syndrome and Fibromyalgia**, join us as we welcome **Dr. Van D. Merkle, D.C.** to our Springboro Community Room on Tuesday, September 25, from 7 to 8:30 pm. Dr. Merkle is a Certified Clinical Nutritionist and a Doctor of Chiropractic Medicine. He has been in practice for 25 years. He is a diplomat on the American Chiropractic Board of Nutrition, and a member of the American Association of Clinical Nutritionists.

The cost is \$10.00 and registration is required. To register, or for more information, go to [www.dorothylane.com](http://www.dorothylane.com), or contact Joy Kemp (937-434-1294) or Kathy Stone (937-748-6800).



Dr. Van D. Merkle, D.C.

## DLM Gluten-Free Food Lover's Club

In the spring of 2003, CA Diltz, feeling very tired, experienced severe inflammation in her joints, and was found to be anemic. She was prescribed Celebrex, but experienced significant stomach distress while taking it. Blood tests showed high levels of antibodies which were nonspecific to any allergy. She tried a rotation diet and found she had reactions to wheat, corn, and soy. That is when she decided to switch to organic, gluten-free foods and nutritional supplements.



CA Diltz

CA is an associate at DLM, and many of you know her as the knowledgeable lady doing tastings in the Meat and Seafood department at our Washington Square location. She also works in our Healthy Living department on Sundays. I like to call her our "Gluten-Free Guru". She is in charge of creating and updating our list of the Gluten-Free products available here at DLM. She is always happy to assist our customers and educate them about gluten sensitivities. Now she is going to the next level by starting a support group. But don't plan to learn what foods you can eat at fast-food restaurants. CA, using the DLM slogan "Eat Real Food" in her meetings, will focus on healthy and nutritious gluten-free options.

If you or someone close to you has wheat or gluten intolerance, join CA at the first meeting of the DLM Gluten-Free Food Lover's Club on Saturday, September 22 from 3- 4:30 p.m. in the School of Cooking located next to our Washington Square store. It is free to join, and CA will give participants a store tour at the end of the meeting.

## Healthy Living Presentation: Guys n' Gals

Essential nutrition and supplement information for men and women's wellness.

**Washington Square:** Saturday, September 8 • 10-11:30 a.m.

**Oakwood:** Tuesday, September 11 • 12:30-2 p.m.

**Springboro:** Tuesday, September 11 • 7-8:30 p.m.

There is no charge for this presentation, but registration is suggested. Contact Lori Kelch at [lkelch@dorothylane.com](mailto:lkelch@dorothylane.com).




## Roasted Fennel and Carrots

Adapted from *MarketScope*, the Caito Foods newsletter

- 8 carrots, peeled and sliced 1-inch thick diagonally
- 2 medium fennel bulbs, stalks discarded and bulbs cut into ½-inch thick wedges
- 3 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 3 Tbsp water
- 2 tsp fennel seeds, divided
- ¾ tsp sea salt
- ¼ tsp freshly cracked black pepper

Preheat oven to 450°F. Toss carrots and fennel with olive oil, water, 1 teaspoon fennel seeds, salt, and pepper.

Arrange vegetables in a single layer in a roasting pan. Cover pan with foil and roast vegetables for 10 minutes. Uncover, roast an additional 10 minutes, occasionally turning the vegetables. Sprinkle with remaining teaspoon of fennel seeds. Serve immediately. **Makes 6-8 servings**

*Per serving: 112 calories (48% calories from fat); 6g total fat; 1g saturated fat; 0mg cholesterol; 311mg sodium; 14g total carbohydrates; 2g protein* 

## Cinnamon Apple Cake

From *Bristol Farms Real Food*, Fall 2006

This moist cake can be served for breakfast or as a dessert with a scoop of ice cream.

- 1¾ cups sugar, divided
- 8-oz pkg cream cheese, softened
- ½ cup unsalted butter, softened
- 1 tsp vanilla extract

- 2 large eggs
- 1½ cups all-purpose flour
- 1½ tsp baking powder
- ¼ tsp salt
- 2 tsp ground cinnamon
- 2 large Granny Smith apples, peeled and chopped
- ½ cup chopped pecans

Preheat oven to 350°F. Using an electric mixer, beat 1½ cups of the sugar with the cream cheese, butter, and vanilla extract at medium speed until well blended, about 4 minutes. Add eggs, one at a time, beating until blended after each addition.

Combine flour, baking powder, and salt; add to sugar mixture, beating at low speed until blended.

Stir together remaining ¼ cup sugar and cinnamon in a small bowl. Toss 2 tablespoons with chopped apple in a separate bowl. Stir apples and pecans into batter. Spoon batter into a lightly greased 9-inch springform pan. Sprinkle with remaining sugar mixture.

Bake until the cake begins to pull away from the sides of the pan, about 1 hour and 10 minutes. Cool on a wire rack at least 30 minutes before serving. **Makes 8-12 servings**

*Per serving: 432 calories (46% calories from fat); 23g total fat; 11g saturated fat; 91mg cholesterol; 218mg sodium; 54g total carbohydrates; 6g protein*







three times last week. A business meeting last Monday was punctuated by a comparative tasting of two different Prosciutti di Parma (salt-cured hams from Italy), one cured for 400 days and the other for 500 days. Each amazing in its own way. Tasting dark chocolate was the order of the day a couple weeks back, and every time I pass by the Wine department, I get an education about our newest wine

from Australia or beer from Michigan. In five minutes, you can stroll around and taste, or buy, or talk about anything from cheese from Spain to chickens from Xenia. Crisp sweet apples are coming soon, along with colorful squash and pumpkins.



Even when it comes to everyday, otherwise mundane food, we try to make it “of particular excellence.” To illustrate, a longtime friend and customer Diane B. stopped me in front of the Deli a little while back, nearly waxing

poetic on how much she loved our tuna salad, having had a slather of it on our toasted Farmhouse Bread for breakfast. She made me crave it so, I bought two containers when I left the store that night. That simple tuna salad for a couple of bucks is as “fancy” as anything in the store.

Let us thank you for staying interested, for wanting good food, and for supporting us, be it for a short time, or for many years. Of course, Dorothy Lane Market wouldn't exist without customers such as you, and so the award given to us in New York is as much yours as it is ours. Back to the original questions as to what makes us tick, and why you shop with us, answers would differ. I would however, offer one solution that came to me today serendipitously. I was at the coffee bar sipping on some Yrgacheffe, and Scotty Achs, Grocery Manager at Washington Square, ran up to me with a quote he had seen and scribbled on a napkin. “This is us! This is us, I tell you!” Looking at that napkin, I think the famous Irish playwright was on to something.

“There is no love sincerer than the love of food.” George Bernard Shaw.

*Calvin*





## Italian Sausage With Tomatoes And Saffron

This combination of DLM Italian Sausage, tomatoes, pasta, and saffron from Chef Carrie Walters makes a warm, satisfying dinner dish. Serve with crusty DLM bread and a fresh salad to welcome fall into your kitchen.

- 2 oz pancetta, chopped
- 1 lb DLM store-made Sweet Italian Bulk Sausage
- 1 cup chopped onion
- Pinch or two of DLM saffron
- 2 garlic cloves, minced
- ¼ tsp DLM Fennel Seeds
- (1) 28-oz can diced tomatoes
- ¼ cup red wine
- 1 Tbsp tomato paste
- ¼ cup heavy whipping cream
- ¼ cup fresh basil, chiffonade
- Salt and pepper, to taste
- ½ lb fusilli pasta
- Parmigiano-Reggiano for garnish

In a medium fry pan, sauté the pancetta about 3 minutes, then add sausage and onion. Continue to cook until golden, about

5-10 minutes. Stir in saffron, garlic, and fennel seeds and sauté about 5 minutes more. Add the tomatoes, wine, and tomato paste, and cook over medium heat about 15 minutes. Stir in the cream and basil, and season with salt and pepper to taste.

Serve with hot, well-drained pasta and garnish with grated Parmigiano-Reggiano. **Makes 4 servings** Deb

Fall School of Cooking  
registration is  
now underway!

Good news for people  
who love to cook!

The Fall 2007 Schedule of Classes is now available online and in our stores! We are thrilled to announce our new instructors: **Chef Molly Stevens**, culinary instructor and author of *All About Braising* and co-editor with Fran McCullough of *The 150 Best American Recipes*; **Sara Foster**, former chef for Martha Stewart's catering company, cookbook author, and founder of Foster's Markets in North Carolina; and **Mary Jo McMillin**, whose new cookbook bears the same name as her former Oxford, Ohio restaurant, Mary Jo's Cuisine. We're also introducing the SOC Book Club with **Dottie Overman** – our first book is *A Thousand Days in Venice*.

Join us for classes on Greek food and wine, puff pastry, sushi, fresh pasta, Moroccan cuisine, business and dining etiquette, the cuisine of Provence, contemporary vegetarian cooking, cozy breakfasts, the traditional Thanksgiving feast, holiday cookie and candy making, and food for Hanukkah, among lots of others.

Register now online or  
call us at 434-1294.

## department news

### specialty cheese

## Beeler Hoch-Ybrig from Switzerland

Hoch-Ybrig is a relatively recent creation, invented in the 1980s but patterned after Switzerland's famous Gruyère. Because it's a smaller wheel, it ages faster than Gruyère, so the dairy releases them at eight months (the best Gruyères might be twice that old). They develop a deep golden internal color and some delightfully crunchy protein crystals, similar to those that develop in aged Parmigiano-Reggiano. A single dairy makes Hoch-Ybrig, pooling the milk from several herds of Simmental cows. The milk is not pasteurized, but the curds are cooked and pressed to expel whey and achieve the dense, tight texture characteristic of these mountain cheeses. The interior of Hoch-Ybrig is beautifully smooth, without eyes, becoming darker toward the rind. If brought to room temperature, as it should be, the surface will glisten with drops of milk fat. The aroma suggests roasted nuts, bacon, and brown butter. The flavors are concentrated, sweet, and finely balanced, with just enough salt and acidity. Throughout their maturation, the wheels are washed with brine that contains white wine, which creates the cheese's sweet finish, which is a caramel or butterscotch note.

Save \$1.50 lb throughout September.

Josh

### kids' club

## Produce of the Month: Bartlett Pear

## Pear Stack Snacks

Kids love stacking and snacking! Core and slice/cube a fresh pear. Thinly slice fresh cheese into bite-sized pieces. Stack a small pile of whole wheat or rice crackers on a plate and present all three to kids to stack into snacks.

Jesse



### seafood



## Oh, Shucks — It's Fall Already!

It's September and the beginning of fall, or at least the beginning of a string of months with an "R" in the spelling. Folklore says that oysters should only be eaten in the months with the letter "R" in them, but that was only true in the days before refrigeration, when oysters could not be transported from their areas of harvest and needed to be consumed immediately. All that has changed, and we can now enjoy this native delicacy year-round. Oysters can be found off every coast of North America, but most oysters we consume today have been farm-raised or cultured. Oysters get their specific taste from the areas where they are grown, and they are often marketed under those place names.

The best way to enjoy a great oyster is "*au naturel*". Simply served on a bed of ice on the half shell with the usual accompaniments of fresh lemon, Worcestershire sauce, horseradish, hot sauce, or chili sauce, an oyster is sure to please the appetite of any mollusk lover! Grilling is another easy way to prepare oysters. You can place them on the grill unshucked, flat side up, and in about three minutes the shell will pop open and the oyster is done. My favorite way is to shuck the oyster and top with goat or Asiago cheese, fruit salsa, or your favorite vodka, and grill for three minutes. Let your taste buds go wild here.

The easiest oyster to shuck is a Malpeque or Caraquet, which is uniform in size, making it easier to shuck. Hold the oyster in a glove with the flat side up. Look for the hinge and insert an oyster knife (never a sharp object) into the small opening and twist the knife to pop open the shell. Once the hinge gives, slide the knife down the top shell to sever the muscle.

We hope you will fall in love with the oyster this month, as we bring in oysters from as far away as Nova Scotia and Virginia.

Jack

## Clambake Buckets

Each bucket will feed 6 to 8 people and includes:

- 2 lbs 36/40 count shrimp
- 4 lbs mussels
- 50 littleneck clams
- 2 links andouille sausage
- 18 new red potatoes
- 6 ears corn, quartered
- 1 red onion, quartered
- 1 bag baby carrots
- 1 lb celery chunks
- 1 stick butter
- 1 packet crab boil
- 1½ cups water
- ½ cup white wine
- Seaweed
- 25-lb can for cooking

Order yours today for pick-up on  
Friday, September 14,  
Saturday, September 15, or  
Sunday, September 16

## Buffalo Burger Cookout

Saturday, September 22

11:30 a.m. – 6 p.m.

Featuring: 1/3 lb Vista Grand Ranch Buffalo Burgers, grilled and served on a Brownberry Bun with DLM Fresh Mozzarella and fresh toppings.

**\$4.00 includes a DLM Water with  
Club DLM 2.U card**

## Club DLM 2.U

We have upgraded Club DLM to give you even more savings! Now, with **Club DLM 2.U**, you can enjoy offers designed just for you every week. And now there's no longer a need to clip paper coupons from the monthly DLM Market Report. Getting your savings has never been simpler!

Every Wednesday new offers are available for you to use through the following Tuesday. There are two ways to learn about your offers:

**E-mail:** Sign-up at the enrollment kiosk to have your personalized offers e-mailed to you each week. You can then activate your offers from home and plan what you would like to purchase. You may want to print your offer sheet to use as a reminder, but there is no need to have the sheet present to get your offers. Once you have activated the offers in your e-mail, you are ready to go. Simply scan your Club DLM card or scan your finger when you check out, and your offers will come off automatically at the register.

**Pay by Touch Offer Kiosk:** If you'd prefer, you can scan your Club DLM card or scan your finger at the offer kiosk in the store. You will receive a printout of your ten personalized offers for the week. At the checkout, just scan your finger or swipe your card, and the discounts will come off automatically.

*Look for new offers every week!*





# Five more reasons to upgrade!

Sign up for **Club DLM 2.U** and get up to \$5 back for paying with your finger!

Promotion begins 8/8/07 and ends 10/2/07.

Pay by Touch will deposit \$1 into your checking account, up to a total of \$5, for each transaction completed using Pay By Touch eCheck (valid on eCheck transactions greater than \$5). All deposits will be made on or after October 11, 2007. Offer only good for tender transactions made at Dorothy Lane Market.



powered by PAY BY TOUCH™

**DOROTHY LANE MARKET®** [www.dorothylane.com](http://www.dorothylane.com) • [www.dlmmailorder.com](http://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 September 30, 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. ©Dorothy Lane Market. Dorothy Lane Market; the Dorothy Lane Market logo; the store that accommodates; and Killer Brownie are registered trademarks of Dorothy Lane Market, Inc.

## 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](http://www.dlmmailorder.com) or call us at 1-866-748-1391.

## SEPTEMBER CLUB DLM PRIZES

- 1) \$50 Gift Certificate for any jewelry purchase at Centerville Coin and Jewelry
- 2) \$100 Gift Card to the Montgomery Inn
- 3) Sweetest Day Gift Basket (value \$60)

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.

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