

# DOROTHY LANE MARKET

# *market report*

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October 2007

wine

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## DLM Food & Wine Show 2007

### Save the Date — November 1

If you have enjoyed one of our previous eight food and wine extravaganzas, we promise this year's will be the best yet! If you have never attended before, then save the date, Thursday, November 1, on your calendar, and purchase your ticket to assure your reservation!

The show takes place at our Springboro store, on both the main floor and the mezzanine level, and there is a culinary or vinous delight around each corner! Guests will taste wine from Riedel stemware, which is yours to keep, and will have the option of tasting wines from over 100 producers from the United States, France, Italy, Portugal, Spain, Germany, Australia, and more,

with this year a whole table dedicated to grower Champagne alone! We also will have a table for the beer lover in the group, featuring Bell's Brewery, based in Kalamazoo, Michigan.

The food, of course, is amazing. Dorothy Lane Market's chefs have pulled out all the stops, and you can sample to your heart's delight from an array of seafood, smoked fish, Icelandic lamb, duck, charcuterie, and of course, desserts from our famous patisserie...all with the ambiance of a live jazz trio! Come and enjoy a great evening of sharing our dual passions for great food and wine.

*Tood*



Tickets are \$70 each and are available at all three DLMs or online at [www.dorothylane.com](http://www.dorothylane.com).

Tickets are limited, buy yours today to ensure you don't miss out on this spectacular event!



## Posture, Is Your Head on Straight?

As a senior in high school, I had minimal knowledge about chiropractic, posture, and healthy living in general. This soon changed when I became employed by **Dr. Dennis S. Brickner**. Dr. Brickner became not only a caring, friendly employer, but continues today to be one of the most knowledgeable and effective educators I have encountered. I am now a senior in college, and work in the Healthy Living Department at the Springboro store. I encourage you to attend his workshop, **Posture, Is Your Head on Straight?**

As children we all were told to sit up straight and not to slouch. I've even heard from many daytime talk shows that simply standing a little straighter can give you the appearance of being ten pounds lighter! While there is no scientific evidence to prove this claim, there is evidence that good posture can improve our health.

According to the Cleveland Clinic, good posture keeps our bones and joints in alignment – assuring that our muscles are working correctly, decreases abnormal wearing of joints that could lead to arthritis, prevents fatigue because our muscles are working properly and using less energy, prevents backache and muscular pain, and helps us look good (maybe Oprah was right after all!).

Dr. Dennis S. Brickner is a renowned National Upper Cervical Chiropractic Association (NUCCA) chiropractor. He graduated cum laude with research honors from Palmer College of Chiropractic. He was named to the prestigious Heritage Registry of Who's Who for his outstanding individual achievements in the field of chiropractic care and for notable contributions his practice has made to health and wellness education within our community.

I hope you will join us on **Tuesday, October 23, from 7–8:30 p.m.** in our Springboro Community Room as Dr. Brickner teaches us more about good posture and the benefits we can reap from it. The cost is \$10 and registration is required. For more information or to register, log on to [www.dorothyane.com](http://www.dorothyane.com) or contact Kathy Stone (937 748-6800) or Joy Kemp (937 434-1294). *Kristi*

## Healthy Living Presentation: The Lovely Bones

Essential Nutrition and Nutritional Supplement Information for Bone and Joint Health • Free, but registration suggested

**Washington Square:** Saturday, October 13 • 10 to 11 a.m.

**Oakwood:** Tuesday, October 9 • 12:30 to 2 p.m.

**Springboro:** Tuesday, October 9 • 7 to 8:30 p.m.

Contact Lori Kelch at [lkelch@dorothyane.com](mailto:lkelch@dorothyane.com).



## Pet Naturals of Vermont

Our Basset hound Jasmine gets the royal treatment at our house. My husband and I are empty nesters with no grandchildren yet, so we spoil her. She has back problems, so she gets regular acupuncture treatments, and when she needs to go out, John carries her up and down the steps. Needless to say, my husband was excited when I told him about the new line of supplements for dogs and cats we just started selling.

Pet Naturals of Vermont produces only the purest, most reliable formulas to “help pets live healthier lives”. They have the NASC (National Animal Supplement Council) seal on every label, which guarantees the product meets the organization’s guidelines for quality, integrity, and truth in labeling. “All raw materials utilized in Pet Naturals products are of the highest quality and are evaluated for purity and potency prior to use”, according to the company’s website. The potencies are scientifically formulated to help pets enjoy optimal health and wellness. The formulas are professionally evaluated by their Veterinarian Advisory Board to ensure optimal ingredient content and utility.

Not only do we stock daily care supplements, you can also choose formulas for **hip and joint support, calming, bladder support, and digestive support** for dogs. For your favorite cat, there are **hairball relief, urinary tract support, and oral health** products. You can find them on a display in the pet food aisle. Look for the \$2.00 off coupon attached to every bottle.

I know our precious Jasmine is looking forward to trying the Hip & Joint Extra Strength for Dogs. Of course, when her back is better my husband will still carry her down the steps. I had better bring home a supplement for his back, too! *Joy*



## Pecan Spice Cake

*Gourmet Magazine*, April 2007

This scrumptious layer cake has all the right ingredients for a perfect fall dessert.

### For cake

- 6 oz (1½ sticks; ¾ cup) unsalted butter, cut into 1-inch pieces and softened, plus additional for buttering pans
- 2¾ cups cake flour (not self-rising)
- 2 tsp baking powder
- 1 tsp baking soda
- ¾ tsp salt
- 1 Tbsp ground cinnamon
- ¼ tsp ground nutmeg
- 1 tsp ground ginger
- ½ tsp ground allspice
- ¼ tsp ground cloves
- ½ cups packed light brown sugar
- 3 large eggs at room temperature 30 minutes
- ½ tsp pure vanilla extract
- ½ cups sour cream
- ¾ cup pecans (3 oz), toasted, cooled, and finely chopped

### For frosting

- (3) 8-oz pkg cream cheese, softened
- 6 oz (1½ sticks; ¾ cup) unsalted butter, softened
- 1 Tbsp finely grated fresh lemon zest

- 3¾ cups confectioner's sugar (from a 1-lb pkg)
- 1 Tbsp fresh lemon juice
- 1⅓ cups pecans (5 oz), toasted, cooled, and finely chopped

Special equipment: (2) 9-inch round cake pans (2 inches deep)

Put oven rack in middle position and preheat oven to 350°F. Butter and flour cake pans, knocking out excess flour.

Sift together cake flour, baking powder, baking soda, salt, and spices into a large bowl.

Beat together 6 oz butter and brown sugar in another bowl with an electric mixer (fitted with paddle attachment if using a stand mixer) at medium-high speed until pale and fluffy, 3 to 5 minutes. Beat in eggs one at a time, beating well after each addition, then beat in vanilla. Reduce speed to low, add flour mixture and sour cream alternately in batches, beginning and ending with flour mixture and mixing until batter is just smooth. Mix in ¾ cup pecans until just combined.

Spoon batter evenly into pans, smoothing tops, then rap pans once or twice to expel any air bubbles. Bake until pale golden and a wooden pick inserted in center of cakes comes out clean, 30 to 35 minutes. Cool 10 minutes in pans on racks. Run a thin knife around edge of pans, then invert racks over pans and re-invert cakes onto racks to cool completely.

While cake is cooling, beat together cream cheese, 6 oz butter, and lemon zest in a bowl with clean beaters at medium-high speed until fluffy, 1 to 2 minutes. Sift in confectioner's sugar and stir with a wooden spoon until just combined, then add lemon juice and beat at medium-high speed until frosting is smooth.

When cake is cool, halve each cake layer horizontally with a long serrated knife using a gentle sawing motion. Put one layer, cut-side up, on a cake stand or large plate and spread with about ¾ cup frosting. Stack remaining cake layers, spreading about ¾ cup frosting on each layer and ending with top cake layer cut-side down. Spread top and side of cake with remaining frosting (about ¾ cups) and coat side of cake with pecans (1⅓ cups), gently pressing to help them adhere. **Makes 12-14 servings**

*Kathy*

*Per serving: 915 calories (57% calories from fat); 59g total fat; 29g saturated fat; 179mg cholesterol; 515mg sodium; 88g total carbohydrates; 10g protein*



## What's New This Fall?

Send a gift this October and receive 10% off your purchase; just enter FALL2007 at the checkout.

Fall is here, and the season for giving is just around the corner.

The Mail Order Department has been working hard all year designing the perfect gifts for all occasions. If you are unsure of what to send for a congratulatory, birthday, or corporate gift, remember you can never go wrong when sending the gift of great food. Everyone loves to eat!

## Fall Celebration

When I think of fall, I picture a crisp day where you can just start to see your breath in the cool air. I picture the leaves changing, with the smell of fall lingering in the air. I also picture myself outdoors drinking hot apple cider or hot cocoa, while snacking on some of my favorite fall foods. Fall is definitely my favorite time of the year; it's a sign that the holidays are just around the corner! This gift package comes packed in a beautiful fall planter filled with *B.T. McElrath Toffee*, *Marich Fruit Medley*, *Society Hill Tres Toffee Cashews*, *Mashuga Nuts*, *Rise 'n Roll Pecan Crunch*, three packets of *Chocolat en Poudre Hot Cocoa*, and four *Lindt Chocolate Balls*. **\$60.00**

## A Taste of Sardinia

Are you longing to go back to Italy? Do you feel that you just

cannot get food quite like you had when you visited? We have researched and selected items that come directly from Italy, items sure to bring back memories of this exquisite country. This distinctive basket, *A Taste of Sardinia*, accents simplicity and evokes the coastal region of Sardinia, the large Italian island west of the "boot." You'll experience four types of amazing



pasta from *La Casa del Grano*, where our friend *Fabrizio* and his family work hard to preserve the integrity of traditional Sardinian pasta. They specialize in "fregola," a toasted round pasta that looks like giant couscous. It's wonderful prepared with the classic clam sauce recipe printed on the bag. We also love it tossed with *DLM's All-Natural Marinara Sauce* and cooked spicy ground sausage, then topped with grated cheese. Speaking of cheese...we included our favorite cheese from Sardinia, made with pride by the *Podda* family. Sheep's milk cheeses are very common in Sardinia; in fact, the island has more sheep than people! *Podda Classico* cheese is a blend of sheep's milk, which gives the cheese a nutty sharpness, and cow's milk, which gives it a creamy undertone. The cheese is aged for one year, adding to its complexity. **\$70.00**

## Just dot the i: OSU

Get ready for game day with this OSU Buckeye gift pack. You will receive 12 of our delicious *Buckeyes*, 1 bag of *OSU Buckeye Bites* (tortilla chips), an *OSU glass*, *OSU coffee*, and *OSU hot cocoa*, all packaged in a keepsake *OSU tin*. **\$50.00**

**nikki**



## Prosciutto Bundles

This easy-to-make appetizer from Mary Cooney makes a beautiful presentation for your first course.

- 1 pkg grape tomatoes, washed and dried
- 8 oz DLM Homemade Fresh Mozzarella, cut into 1-inch pieces
- 1 Tbsp Vera Jane's Extra-Virgin Olive Oil
- Kosher salt and freshly ground pepper
- 6 medium basil leaves, chiffonade
- 12 thin slices prosciutto di Parma
- 1 pkg fresh chives

- 1 French Baguette
- 1 cantaloupe, washed and sliced

Cut 18 grape tomatoes in half. Place mozzarella pieces and tomato halves in a bowl; drizzle with the olive oil and sprinkle with salt and pepper. Add the basil and stir to mix. Overlap two slices of prosciutto to make an "X." Place 6 pieces of tomato and 6 pieces of mozzarella in the center of the prosciutto slices and make a bundle by gathering together the overlapping prosciutto. Tie the bundle with a chive. Repeat with remaining prosciutto.

Serve with slices of bread and cantaloupe. **Makes 6 appetizers**

*Deb*

## October Couples Class: Italian Sunday Supper with Mary

Mary will teach you how to make fresh spaghetti pasta from scratch to go with her famous homemade meatballs and sauce! Register online at [www.dorothyane.com](http://www.dorothyane.com) or call 434-1294. For a complete listing of all classes pick up a Fall Schedule available at all stores and online.

## Orange Almond Biscotti

Serve Mary Cooney's crunchy twice-baked classic Italian cookie with a steaming cup of coffee or espresso.

- 8 Tbsp President unsalted butter, softened
- 1 cup granulated sugar
- 3 large organic eggs
- 2 tsp pure vanilla extract
- Finely grated zest of 1 large orange
- 2¼ cups unbleached all-purpose flour
- 1½ tsp baking powder
- 1 cup Woodstock Farms Roasted No Salt Whole Almonds (approx. 4 oz)
- 4-6 oz Scharffen Berger Semi-Sweet Chocolate, finely chopped

Set a rack in the center of the oven and preheat to 350°F. To make the dough, beat the butter and sugar with a hand mixer set at medium speed, or with a heavy duty stand mixer fitted with the paddle attachment, until light and fluffy. Add in the eggs one at a time, beating well between each addition, and then beat in the vanilla and orange zest. With the mixer on low speed, add the flour and baking powder and mix until just incorporated. Fold in the nuts with a wooden spoon.

Divide the dough in half and shape into two logs about 4 inches wide and ¾ inch high. Place 2 inches apart on a parchment-lined baking sheet. Bake 25-30 minutes or until they are lightly puffed and browned. Cool for 10 minutes on the baking sheet, and then transfer to a cutting board. With a serrated knife, cut each log on the bias into ¾-inch slices. Place the slices back on the cookie sheet and bake for an additional 15 minutes. Cool.

Gently melt the chocolate in a double boiler over simmering water. Dip each end of the biscotti in chocolate, then brush chocolate on one side or drizzle diagonally on the side. Refrigerate for 20-30 minutes to allow chocolate to harden. **Makes about 2½ dozen biscotti.** *Deb*



specialty cheese

## Irish Farmhouse Cheeses

The Emerald Isle is an island of rolling hills and lush green pastures, which is the perfect environment for grazing cattle to produce rich, high-quality milk for cheese making. Irish Farmhouse cheese makers are very passionate about the products they make and the ingredients they use. Their cheeses are handmade, using traditional recipes and centuries-old methods, and made on small family farms, using fresh milk from their own dairy herds or from local neighboring farms. We are proud to present to you these three new offerings from Ireland:

### Coolea

Named for the village of Coolea in County Cork, this great cheese is handmade by the Willems family. It is a Gouda-style cheese made with raw cow's milk. The wild Irish herbs in the grazing fields make this cheese much richer than Dutch Gouda. Aged for a minimum of six months, Coolea has a rich, nutty flavor with a caramel finish.

### Darú and Cooleeney

Handmade by the Maher family in the county of Tipperary, Darú is a semi-firm cow's milk cheese with a beautifully balanced flavor and long finish. Cooleeney is a Camembert style, made with pasteurized cow milk and vegetarian rennet. The paste is smooth and creamy, with a robust, mushroomy flavor.

*Joak*

kids' club

## Produce of the Month: Small Red Delicious Apple

### Jack-O-Lantern Pizzas

4 English muffins, split

(1) jar 15-oz pizza sauce

8 square slices of mozzarella cheese

Requires adult supervision. Preheat oven to broil. Place muffins, split side up, on a baking sheet. Broil the muffins 4 inches from the heat until light brown. Remove from oven. Reduce temperature of oven to 400°F. Spread each muffin with pizza sauce.

Cut the cheese into a circle (a large biscuit cutter works well). Cut out a jack-o-lantern face on each circle with a small knife. Place cheese face on each pizza muffin. Bake the pizzas until the cheese melts, about 8 minutes. **Makes 8 pizzas.**

*Julie*

seafood



Photo: Courtesy of The Alaska Seafood Marketing Institute

## The Greatest in Seafood

The Bad Boys of the Bering Sea are getting ready to cast off for another great season of Wild Alaskan Red King Crab fishing. By now almost everyone has had a chance to view an episode or two of the Discovery Channel's hit show "The Deadliest Catch", which portrays in vivid detail the dangers, excitement, weather conditions, and passion involved in bringing this crab to market. The show only shows half the battle. Almost all the King Crab harvested in this short season gets cooked and dipped in a salt water brine to protect it, and then is frozen to be shipped and consumed the rest of the year. A small portion of the catch is cooked and shipped out fresh, and any crabber who has ever landed a pot of crabs will tell you there is a huge difference in flavor, taste, and texture between fresh and frozen. You don't have to sign on as a deck hand on the crab boat *Time Bandit* or move to Dutch Harbor, Unalaska to enjoy this great treat - just be a DLM customer! Once boats start hailing port with this crab it will be cooked and shipped out overnight to Dorothy Lane Market Seafood departments. Taste the sweet texture of this crab for yourself and you will be mesmerized by the flavor. Fresh Red King Crab will arrive starting the end of October, and continue until the quota is caught. Now is the time to enjoy this great crab from the healthiest, most well-managed, sustainable crab fishery in the world.

*Joak*



## Fall Festival

At Washington Square Shopping Center

Join us on Saturday, October 27, from 11 a.m.-2 p.m.

for a scavenger hunt, treats, and prizes from participating stores, as well as other fun activities.



kids' club

## Kids' Club Halloween Party

Saturday, October 27

Come dressed in your favorite costume!

Meet Oliver inside the store entrance. Oliver will lead the trick-or-treaters and their parents through each department in our store to gather their goodies.

Following the parade the children will be entertained with a delightful magic show from The Amazing Shaner! Each trick-or-treater can have his or her picture taken with Oliver.

**Oakwood:** 11 a.m.

**Washington Square:** 1 p.m.

**Springboro:** 3 p.m.



events

## Caramel Apples

Saturday, October 27 &

Sunday, October 28

11 a.m. to 5 p.m.

(while supplies last daily)

With Indian Summer coming and leaves turning orange, our thoughts turn toward fall fruits. Our Bakery Department will be making freshly dipped caramel apples using extra-large Jonagold apples dipped in your choice of toppings.

# \$3.00 each



## Looking for your Market Report Coupons?

They're not hidden in your couch cushions or car seat...they are in your e-mail, or at the in-store Offer Kiosk!

Your offers are now better than ever – more personalized to your shopping with ten offers each and every week, and no need to clip coupons.

To get your personalized offers, simply visit the Pay by Touch offer kiosk in the store. Then use your finger and 10-digit code (or scan your Club DLM card) to print out your offer sheet. You may also have your weekly offers delivered to you directly via e-mail—you can sign up to do so at [www.dorothylane.com](http://www.dorothylane.com). Once you get your e-mail from **Club DLM 2.U** every Wednesday, be sure to click on "Click to Activate Your Offers!" to activate your offers. You can print out your offers if you like and use it as a shopping list. To use Pay by Touch, it's easy to sign-up at the Enrollment Kiosk.

If you prefer to get your offers without signing up with Pay by Touch, no worries...you can still get all your offers by e-mail or by scanning your Club DLM card at the offer kiosk.

**"I didn't realize how easy it was to receive my personalized offers. I hadn't taken the time to sign up with my finger yet, and I didn't realize all I had to do was scan my Club DLM card at the offer kiosk. It was so simple and the offers were on items I buy."**

*Tracy — A DLM Customer*





# UPGRADE TODAY!

“The targeted offers that I get each week really reflect my purchase preferences and I feel like this is just another way that DLM shows how much it values its customers.”

*Patti — A DLM Customer*

DOROTHY LANE MARKET  
**CLUB DLM 2&U**

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

## OCTOBER CLUB DLM 2&U PRIZES

- 1) Dinner for Two at Abuelo's (value \$40)
- 2) DLM Free-Range Turkey Antibiotic-Free • Vegetarian-Fed (value \$50)
- 3) 2 Adult and 2 Student Tickets to the Dayton Ballet's performance of *The Nutcracker* at the Schuster Performing Arts Center (value \$198)

Each time you scan your finger or 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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