

DOROTHY LANE MARKET

market report

JANUARY 2010

Looking forward to 2010...

"January is bread month for the Bakery. There is no better month to hunker down with a great bowl of soup or chili and a great loaf of crusty bread; just tear off a hunk and enjoy! We will have a few new heavy German breads this month."

—Scott, Bakery

"Looking forward to bringing you more ethnic flavors to tickle your taste buds. Chef Carrie is full of ideas, and our talented kitchen staff can't wait to get cooking."

—Donna, Food Service

"We are excited about all the great American artisan cheeses that are becoming available lately. And, of course, we will continue to seek out traditionally made cheeses from abroad."

—Erika, The DLM Cheese Shop

"Early this year we'll be re-launching the shopDLM.com website with a new look, making it easier to buy your DLM favorites online. Later in the year watch for exciting changes to the Club DLM program that you're sure to love!"

—Patrick, IT

"At Springboro, we have been an island in a sea of construction. Everything will be looking up when construction is over and you will have an easier drive to our store. Obviously, Austin Road is the one construction project we are looking forward to seeing finished this year."

—Jerry, Store Manager

"We will continue to source premium quality produce for you, such as the best California seedless navel oranges, exclusive Piñata apples from Stemilt in Washington, and produce from other respected growers. This summer we anticipate our best season ever in locally grown produce!"

—José, Produce

healthy living

Diet 360 – Holistic Weight Loss Support

“Oops, I did it again!” That’s what I say every year when I lose that extra five pounds only to gain them back during the holidays. There are many reasons for weight gain: emotional, biological, and economical, for instance. There are also many solutions for weight loss. “The first key is understanding and accepting that carrying extra pounds is about far more than appearance. It compromises your health and affects every aspect of how you live your life”, according to a Garden of Life brochure telling about their new weight loss product, Diet 360. The second key is changing your attitude, thinking process, food intake, exercise pattern, and possibly even waging a war



against your body’s own chemistry to get the scale moving again in the right direction. “You don’t need a small ‘tweak’, you need a revolution – a 180° change with a 360° plan!”

Diet 360 contains clinically studied ingredients you can trust, such as:

- SlimPure – a decaffeinated green coffee extract which is a natural thermogenic that supports blood sugar health to minimize fat storage and increases lean body mass.*
- Fucoxanthin – a carotenoid derived from brown seaweed, and an antioxidant with emerging science supporting its effect on metabolism.*
- Blueberry Leaf & Bayberry Bark Extracts – powerful antioxidants that promote efficient glucose metabolism and support already healthy blood sugar levels.*
- Ashwagandha Extract – an Ayurvedic herb studied to regulate cortisol levels in the body, providing numerous benefits from symptoms associated with stress.*

Diet 360 is a holistic approach that supports weight loss from every angle.* The seven paths it helps with are: slimming down, increasing lean body mass, increasing metabolism to burn calories, maintaining already healthy blood sugar levels, boosting energy and reducing stress-related fatigue, promoting restful sleep, and reducing the stress hormone cortisol to help fight associated cravings.*

Garden of Life Diet 360 is 40% off during January.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, or prevent any disease.

Various Modalities Used in Complementary Medicine

Having a dental degree and a master’s degree in orthodontics was not enough for Dr. Phillip Goodman. He also has a PhD in nutrition and alternative therapies. Dr. Goodman has recently opened Matrix Health, a group of complementary health care practitioners utilizing a multidisciplinary holistic approach towards health and wellness. According to their brochure, theirs is “an approach that focuses on the specific health concerns of the individual, with the intention of facilitating transformational healing on all levels.”



You won’t want to miss Dr. Goodman’s upcoming seminar. He will discuss and demonstrate three of the therapies offered at Matrix Health:

Cold Laser Therapy – using light at different wavelengths to heal injury.

Trauma Release Therapy – separating the emotional component from traumatic events, allowing the body to begin the healing process in the deepest levels of the brain.

Primal Reflex Release Technique – combining elements of cranial osteopathy, reflexology, visceral mobilization, and myofascial release. This technique neutralizes painful reflexes and converts an energy drain into an energy resource.

Various Modalities Used in Complementary Medicine

Tuesday, January 26 • 7-8:30 p.m. • \$10

Springboro Community Room. Registration is required, as seating is limited. To register go to www.dorothyane.com, or contact Kathy Stone (937)748-6800 or Joy Kemp (937)434-1294.

Joy Healthy Living Director

DLM Gluten-Free Food Lovers’ Club

Saturday, January 9 • 3–4:30 p.m.

DLM’s School of Cooking

For more information, contact C.A. Diltz at ca@dorothyane.com



There is just nothing better than a hot bowl of soup or chili on a cold January evening. Add one of our hearty DLM Artisan Breads and your meal is complete.

Spiced Lentil Soup

Adapted from *Prevention.com*

- 2 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 1 onion, chopped
- 1 rib celery, chopped
- 2 carrots, peeled and sliced
- 3 cloves garlic, minced
- 1 tsp black pepper
- 3 Tbsp DLM Curry Powder
- 1 tsp DLM Ground Cumin
- 1 tsp DLM Ground Coriander
- 1 cup DLM Green Lentils, rinsed
- (2) 14.5-oz cans stewed tomatoes
- 2 potatoes, peeled and chopped
- 3 bay leaves
- 4 cups low-fat, low-sodium chicken broth
- Sea salt

Heat olive oil in a large Dutch oven over medium heat. Add onion, celery, and carrots and cook until soft, about 10 minutes. Add garlic and cook 2 more minutes. Add spices and stir to coat vegetables. Add remaining ingredients and bring to a boil. Reduce heat and simmer for 50 minutes. Discard the bay leaves. Season to taste with salt. **Makes (8) 1-cup servings**

Per serving: 243 calories (25% calories from fat); 7g total fat; 1g saturated fat; 5mg cholesterol; 313mg sodium; 32g total carbohydrates; 14g protein; 12g fiber

Variations: For a vegetarian version, substitute vegetable stock for the chicken broth. You may also substitute sweet potatoes for the white potatoes.

Zesty Italian Chili

Adapted from *Prevention.com*

- ¾ lb DLM Ground Chuck or Round
- 1 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 2 large onions, chopped
- 2 large red bell peppers, chopped
- 1 large green bell pepper, chopped
- 5 cloves garlic, minced
- 2 Tbsp DLM Dark Chili Powder
- 1 tsp DLM Italian Seasoning
- 1 tsp salt
- ¼ cup dry red wine
- 3 small zucchini, chopped
- 2 small jarred pepperoncini peppers, finely chopped
- 32-oz jar DLM Original Marinara Sauce
- 15-oz can Eden Organic Cannellini Beans, rinsed and drained

Cook beef (without oil) in a medium skillet over medium heat, stirring occasionally until no longer pink. Drain excess grease and set aside. Heat oil in a large Dutch oven over medium heat. Add onions, bell peppers, and garlic. Cook, stirring frequently about 10 minutes or until vegetables are soft. Add cooked beef along with all remaining ingredients. Stir to combine. Simmer, stirring occasionally, 45-60 minutes. **Makes (10) 1-cup servings**

Per serving: 169 calories (27% calories from fat); 5g total fat; 1g saturated fat; 20mg cholesterol; 666mg sodium; 20g total carbohydrates; 11g protein; 6g dietary fiber

Kathy Director of Customer Resources



The Oregon Wine Scene

Bring a group of wine merchants, sommeliers, and restaurateurs from around the world to the Willamette Valley of Oregon to learn and taste the viniferous bounty of this state, and you have what is fondly known in the business as Pinot Camp. Pinot Camp is an opportunity for wine professionals from around the globe to talk about what is going on in wine and a chance to meet some makers of Oregon's best Pinot Noir (and other varietals) and to hear their insights on the technical and philosophical reasons for their passion for this Holy Grail of winemaking.

Pinot Noir grows so well in this state because as it is on the 45th parallel, with longer hours of daylight and a cooler growing condition through March and September, allowing the grapes to ripen slowly and allowing better flavor development. The daytime temperatures are enough to sufficiently ripen the fruit, but the cool nights brought in on the ocean breezes allow for good acidity and complexity. The Cascade Mountain range to the east protects the vineyards from the hot and cold extremes of the continental interior. Most all winemaking practices needed to produce premium cool climate varietals in Oregon, particularly Pinot Noir, also just make better wine in general. These include: hand-picking fruit in small containers, moving grapes on conveyor belts rather than using augers, destemming while keeping each grape cluster whole rather than crushing, cold maceration, moving must and wine with gravity rather than pumps, and not filtering the juice.

A few of our favorite small producers tasted

The Four Graces 2006 Pinot Gris

One of the prettiest wines from the Dundee Hills of Oregon, this wine is showing a lot of green apple, honeydew, and crisp, clean finish. Food friendly, yet perfect on its own. \$16

Penner-Ash Wine Cellars 2007 Pinot Noir

The stunning views from this winery are mirrored by the stunning quality of fruit and elegance in the wine, and at a great price savings. \$40 save \$10

Adelsheim Pinot Gris

"Pale, green-tinged yellow. Fresh orange and pear on the nose, with anise and dried flowers adding complexity. Firm and dry, with clean citrus and melon flavors braced by tangy minerality. The brisk finish offers excellent cut and a repeating citrus quality."
—Stephen Tanzer, 89 points. \$20



Soup's On!

Soup is the ultimate comfort food, and everyone here at DLM has their favorite. Our **DLM Mom's Chicken Noodle** invokes nostalgic memories of childhood, and it's just plain good for your soul. **DLM Stuffed Pepper Soup** has all the flavors of that family classic dinner, with our ground beef, wild rice, fresh sweet green peppers, and tomatoes, and will definitely take the chill off. Thick and satisfying, our **DLM Potato Bacon Soup** is rich, creamy, and loaded with potatoes.

The best part about our soups is that we make them right here in our stores, every day, from scratch. We use fresh chicken and beef that hasn't been defrosted and pre-processed. Most of our vegetables come straight off of our Produce shelves. We take our time to simmer each and every soup so that you can taste the difference in every spoonful. We have new tamper-proof containers available in two sizes, plus our top six soups can now be found year-round in our Frozen Food case for your convenience.

Years ago we found a tandoori paste that helped us create the Turkey Tandoori Soup that was a favorite with many of our customers. I am sorry to say we cannot make it anymore (Believe me, I've tried!). But this winter we are introducing our newest Indian-style cream soup, called **DLM Curry Turkey**. It is rich and full of Indian flavors, plus our Honestly Better® Turkey and wild rice. So for those of you who have been missing the Turkey Tandoori, this is one you've got to try!

Chef Carrie Corporate Chef

"DLM cakes are a must have for all of my celebratory occasions... always delicious and decorated to a "T." I drive almost an hour (one way) to get them! "

—Laura Hays Gordon



Now that the holidays are over and things are beginning to get back to normal, a good winter dish that fills the kitchen with aromas to soothe the “savage beast” of winter is a great idea. Chef Jenn DiSanto, School of Cooking instructor and owner of The Easy Way Out catering/personal chef business, made this for a tapas class in the winter of 2009. The slow, long cooking time makes it a great weekend dish that can be paired with some spicy mashed potatoes to soak up the juices.

Balsamic Glazed Ribs

- 4 lbs baby back pork ribs, cut into individual ribs
- 6 garlic cloves, finely chopped
- 1½ cups dry red Spanish wine
- ½ cup water
- 3 Tbsp smoked paprika
- 3 Tbsp Sherry vinegar
- ½ cup firmly packed brown sugar
- 1 Tbsp salt
- Freshly ground black pepper
- Balsamic reduction, recipe follows
- 3 Tbsp fresh chopped parsley

Divide ribs between two large, heavy, sealable plastic bags. In a bowl, stir together remaining ingredients, add pepper to taste, and pour over ribs. Seal bags, pressing out excess air. Marinate ribs overnight in the refrigerator, turning bags occasionally.

Preheat oven to 275°F. Transfer ribs and marinade to a roasting pan large enough to hold ribs in layers, and roast covered, turning

occasionally, for 4 hours. Remove from liquid, drizzle balsamic reduction on top, and reheat. Garnish with chopped parsley.

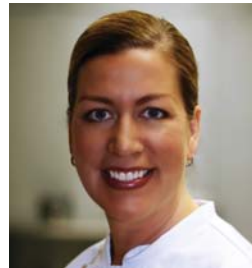
Balsamic Reduction

- 20 oz Aunt Angie’s Balsamic Vinegar of Modena
- 2 Tbsp sugar
- 2 Tbsp honey

Place all ingredients in a sauce pan and simmer until reduced by 2/3. **Makes 8 servings**

Per serving: 812 calories (60% calories from fat); 54g total fat; 20g saturated fat; 184mg cholesterol; 1074mg sodium; 35g total carbohydrates; 37g protein; 1g dietary fiber

Sandy School of Cooking Director



Chef Jenn DiSanto is the chef/owner of The Easy Way Out, offering personal chef and catering services. A classically trained chef, her style of cooking can be best described as simple and uncomplicated, but with a great depth of flavors. She has traveled extensively and believes

in honoring the various cultures through their cuisines. She believes that cooking should be simple and learning should be fun. Jenn’s website is www.theeasywayout.net



Winter Registration is Coming Soon!

The Winter–Spring 2010 Schedule of Classes will be available January 6.

Registration begins at 8 a.m. on Wednesday, January 13

For more information visit www.dorothyane.com or contact Sandy Martz, School of Cooking Director, at 434-1294 or cooking@dorothyane.com.

department news

honestly better

Eating Healthy in 2010

Many health-minded folks shop at Dorothy Lane Market. One Springboro man works in construction and has the energy of a ferret on a double espresso. He looks 40, although he just passed the half-century mark. We often talk about what's healthy and new. Two ladies who shop at Washington Square come to mind: one an attractive expert at Pilates who tells me she wouldn't even think of buying food at another place. Her best friend, another healthy lady with two young children, drives down regularly from Columbus to shop with us at the Square. Oakwood DLM has

been selling healthy food for over four generations. One customer has been shopping with us from the start in 1948, and is still going strong in her 105th year! This person, mind you, has ulterior motives in shopping with us. She happens to be my grandmother, Vera Mayne.

There is so much wholesome food available at DLM: the most beautiful apples, the Deli's Egg Salad that we make with local organic eggs, DLM

Free-Roaming Chicken, our scratch-made soups, local nonhomo-genized Hartzler Milk, and so on. One of the healthiest things we've done in the past couple of years is to find new ways to enjoy whole grains, including tasty Deli salads incorporating wheat berries, quinoa, etc. Of course our Bakery features an abundance of whole grain foods such as muffins and numerous breads including my favorite: Organic Sprouted Grain Bread. Do you have health goals? Do you want your family to eat healthy? Start by visiting DLM...we would love to help you!

Organic Sprouted Grain Bread

\$1.00 off Whole Loaf • 50¢ off Half Loaf
DLM Southwest Quinoa \$4.99 lb save \$1.00 lb

Colin VP of Food

Save the Date... DLM Valentine's Day Dinner

Saturday, February 13 • 6 p.m. • DLM Springboro
Tickets on sale soon!

kid's club

Fruit of the Month: Tangerine

Goldfish in the Pond

¼ cup whipped cream cheese
2 drops blue food coloring
4 plain rice cakes
Goldfish crackers for decorating

Put the whipped cream cheese into a small bowl, and add two drops of food coloring. Stir until it becomes the color of the sea. Spread one tablespoon of cream cheese on each rice cake. Place the goldfish standing up in the "pond". **Makes 4 servings**

Jillie Customer Resources Manager, Springboro

events



Congratulations to Our 2009 Associates of the Year!

back row from left to right: **Dennis Chrisman**, VP of Human Resources; **Bev Tangeman**, Oakwood Guest Services; **Fred Pfeiffer**, Washington Square Store Director; **Tom Hart**, Oakwood Store Director.

middle row from left to right: **Ken Bindner**, Springboro Food Service; **Calvin Mayne**, VP of Food; **Chris Parsons**, Washington Square Meat; **Kim Shivers**, Washington Square Food Service; **Anna Dunlap**, Oakwood Food Service; **Norman Mayne**; **Ann Ostendorf**, Oakwood Front End; **Ed Flohre**, Springboro Store Director.

front row from left to right: **Angi Beverly**, Springboro Produce; **Adam Curry**, Springboro Dairy; **Barb Collins**, Administration; **Ali Locke**, Scanning; **Evelyn Fritz**, Washington Square Demos; **Elaine Zambon**, Washington Square Front End; **Matt Krebs**, Washington Square Bakery, 25-Year Club Inductee.

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Name _____ Club# 41890 _____

E-mail _____

To sign up, visit <http://www.dorothylane.com/ClubDLM/addemail.html>
or fill out this form and hand it in at Guest Services.

Dorothy Lane Market will never share, sell, give, or tell your name and address to a third party.

WHAT CLUB DLM DOES FOR YOU!

DOROTHY LANE MARKET
CLUB DLM 

- Saves you money on the great food you buy at DLM.
- The more you spend with us, the better deals you get.
- We can notify you quickly about recalled products.
- Our Good Neighbor Program rebates a percentage of your purchases back to your favorite nonprofit organization.
- You are entered in our monthly sweepstakes every time you use your Club DLM card.
- Get great discounts at other local businesses who are “Club DLM Merchants”.
- If you lose your keys with an attached Club DLM key fob, it can be mailed to us, and we can then return them to you.

**Remember, Club DLM is a true loyalty card. That is,
the more you purchase with your Club DLM card,
the better your offers!**



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JANUARY CLUB DLM PRIZES

- 1) DLM Valentine's Day Gift Basket (\$65 value)
- 2) \$100 Gift Card to the Montgomery Inn
- 3) DLM Floral Arrangement (\$65 value)

Each time you 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

6177 Far Hills Ave. • Dayton, OH 45459

www.dorothylane.com • www.shopdml.com



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FOLLOW US ON  

You are cordially invited to DLM's second annual

Bridal Event

January 17, 2010 * Noon-4 p.m. * DLM Springboro * Free Admission

- * DLM Wedding Cake tastings and on-site cake consultations
- * DLM Wine, Floral, Deli, Laura's Cookies, and Pâtisserie associates on hand for all your wedding questions
- * Vendors for all of your needs, including Prime Time Party Rental, The Envelope Ltd., and Hess Jewelers
- * Door prizes awarded hourly