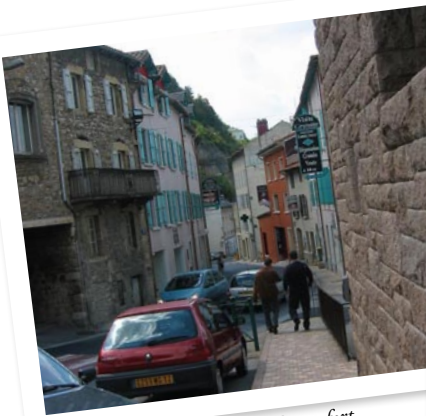


DOROTHY LANE MARKET

market report

JULY 2010

the dlm cheese shop



The charming town of Roquefort.



Papillon Roquefort and grapes—a perfect pairing!



View ascending the mountain up to Roquefort.

Papillon Roquefort: Summertime Cheese at Its Best

Even in the throes of summer heat, cheese remains a popular food. In fact, it may surprise you that sales of specialty cheeses are higher now than in spring or autumn. A few examples come to mind: DLM Handmade Fresh Mozzarella tossed with ripe tomatoes and a vinaigrette; a few shreds of Poggiocastro Parmigiano-Reggiano over a summer salad; Barber's Vintage Cheddar from England melted on a grilled DLM Natural Beef burger—simply great eats. Yet if I had to pick my favorite summer cheese, I would go with something slightly less conventional: Roquefort.

Back in May, my sister Tracie and I met in Paris to attend the wedding of a good friend. After a few days in The City of Light, we took the TGV (bullet train) down to Provence for sightseeing, then rented a car and made our way to Roquefort-sur-Soulzon, where we visited Papillon, a manufacturer of Roquefort cheese. As we drove on a bright, windy day, we noticed the plains and gentle hills of Provence turn into the green valleys and jagged mountains of the Midi-Pyrénées. As you approach the town of Roquefort, you see why its name is appropriate: French for “strong rock.” The town is situated upon a mountain; not quite Rocky Mountain high, more like Rocky Top, Tennessee—with narrow streets, old stone buildings, and ubiquitous advertisement of its famous cheese.

At the base of the mountains we met our host, Mr. Hervé Bourgeois, Export Director for Fromageries Papillon, shortly after

Noon. Little did we realize the amazing tour that awaited us! But first things first...lunch at a decidedly non-touristy place. We went to a very old part of town with foreboding stone walls. Going through a large wooden door, we stepped into a cheery restaurant run by a mother and son team. We lingered for nearly two hours over a hearty meal, talking about French history, geography, and cheese. The highlight of the meal was the large salad dressed with lardons (pieces of pork belly cut into large matchstick-sized pieces) and Roquefort cheese.

Our tour began in the town by seeing the caves where the cheese is aged. As we entered an ordinary-looking building in the middle of town, little did we realize that the caves were underneath our feet! I'm no spelunker, but this was a fascinating exploration. As we descended several flights of stairs into the caves, Hervé explained how the caves were formed millennia ago by volcanic activity. This geologic upheaval created the jagged mountains with cracks in the schist rock running deep. The result is consistent movement of unobstructed fresh air from the mountain down into the caves. The fresh air is naturally cooled to a consistent temperature as it moves through the cracks down into and through the caves. Fresh air equals life, and in this case life flourishes on the cave walls in the form of a fungus known as *penicillium roqueforti*. Sounds familiar, does it not? Indeed the famous antibiotic penicillin is

continued on page 4>



Peach Party 2010


Our annual Peach Party is here again, and it is such an exciting time of the year. We always look forward to summer, when we can offer these very special peaches in our stores.

In California's San Joaquin Valley, Prima Brand peaches are hand-selected and picked only when they are ready, and not before. The pickers pick when the color is perfect, and they will pass through the same orchard eight to ten times, harvesting fruit that is in peak condition.

The longer the peach remains on the tree, the higher the sugar content and the better the flavor. Once each Prima peach is hand-selected, the peach is placed into a small rounded-bottom bucket. This special bucket protects the fruit from bruising; these peaches are then slowly cooled while still in the small bucket. Next they are gently placed on a slowly moving belt, which passes under a device that measures the brix (sugar content) of each fruit. Those with the higher brix of 11 to 13 are separated and given further special treatment. Only these higher brix, that is, sweeter peaches, get the "Prima Sweet" label (a normal peach has a brix reading in the 8 to 10 range). Next, the fruit is hand-packed, one by one, in protective single-layer euro boxes that protect each individual peach. These peaches are featured during the DLM Peach Party.

At DLM each produce manager has a refractometer, a device that measures the sweetness (brix) level of the fruit daily. Remember, higher brix means more sugar, which means more flavor. Whereas the brix of peaches sold in most places comes in around the 8 to 10 range, our extraordinary "Prima Sweet" peaches register at 11 to 13, and sometimes higher.

Look for our DLM Peach Party in early July, when these peaches will be at their peak. We guarantee you will love them. You are invited, so come to the party and sink your teeth into a juicy, Honestly Better® "Prima Sweet" Peach.

 Produce Director

Fatigued to Fantastic!

I enjoy visiting my niece and helping out with her two boys, ages four and six years old. They really wear me out sometimes, and I often wish I could bottle all their energy. Enzymatic Therapy has done just that with their Fatigued to Fantastic!™ Energy Revitalization System™. It was developed by the nation's leading energy expert, Dr. Jacob Teitelbaum, formulated with optimal muscle support and energy in mind, and also serves as a nutritional foundation with over 50 vitamins, minerals, and nutrients.


Each delicious daily dose features:

- Full spectrum of 19 amino acids, the key building blocks of natural energy creation*
- Malic acid to stimulate the complete burning of fuel in the body for energy*
- Wide range of B vitamins to synergistically enhance mental alertness*
- Magnesium glycinate to deliver energy to every cell in your body*

You can expect immediate effects on your energy levels, but not necessarily in the same way you notice a lift from a cup of coffee. It is stimulant free, so you'll notice a more vibrant, energetic feeling that will carry you through the day without the jitters associated with caffeine.*

Although many take it in the morning, some prefer Fatigued to Fantastic!™ in the afternoon to help avoid the "after-lunch slump". It is in a drink form, so the nutrients require less breaking down by the body and may absorb faster than capsules or tablets. Fatigued to Fantastic!™ comes in a 30-day canister and 7-day packets, and is 40% off with Club DLM card through the end of the month. I hope Sammy and Seth can keep up with their Aunt Joy's new-found energy in a bottle!

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

 Healthy Living Director

DLM Gluten-Free Food Lovers' Club

July 10 • 3–4:30 p.m. at DLM's School of Cooking

For more information, contact C.A. Diltz at ca@dorothyane.com or visit us on Facebook at www.facebook.com/dlmglutenfreeclub



We invite you, our customers, to submit your favorite recipes to be featured in the Market Report. If selected, you will receive a \$25 DLM Gift Card. Send them to kathy@dorothylane.com The following recipe was submitted by Elizabeth Molinaro.

Grand Marnier Chicken with Garlic

SERVES 4 | PREP 15 MIN | COOK 50 MIN

- 3 whole heads of garlic, about 40 cloves
- 1 Tbsp butter
- 2 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 1 whole DLM Chicken, 3–4 lbs, cut into parts
- Salt and freshly ground pepper
- 3 Tbsp Grand Marnier, divided
- 1½ cups dry white wine
- 1 Tbsp fresh thyme
- ¼ cup heavy cream
- Zest from one organic lemon
- Zest from one organic orange
- Freshly ground nutmeg

Separate the cloves of garlic and blanch them for 60 seconds in a pot of boiling water. Drain, peel, and set aside. Heat butter and oil in a large pan over medium-high heat. Liberally season the chicken with salt and pepper and sauté the chicken, in batches, skin side down first, until nicely browned. Remove chicken as it is browned to a large plate.

After the last piece of chicken is browned and removed from the pan, add all of the garlic to the pan. Lower the heat to medium

and sauté the garlic for a minute or two until fragrant. Add 2 tablespoons of the Grand Marnier and all of the wine, scraping the bottom of the pan, mixing the browned bits into the wine sauce.

Return the chicken to the pan and add the thyme. Cover and simmer about 30 minutes until the chicken is done. Remove the chicken to a serving platter and cover with foil. Increase the heat in the pan; add the cream, the last tablespoon of Grand Marnier, and the zests. Let the sauce come to a quick boil, season to taste with salt, pepper, and a dash of fresh nutmeg. Pour sauce over chicken and serve immediately with rice or mashed potatoes and a fresh green salad.



Per serving: 507 calories (37% calories from fat; 21g total fat; 8g saturated fat; 157mg cholesterol; 194mg sodium; 17g total carbohydrates; 43g protein; 1g dietary fiber

Kathy

Director of Customer Resources



Kids' Club Story Time and Tasting

Again this summer, the DLM Kids' Club will host a Story Time and Tasting in our stores. After reading a delightful book about assorted foods, the children will be given an opportunity to sample foods that were featured in the storybook.

All sessions will be at 10 a.m. on Tuesdays at Washington Square, Wednesdays at Oakwood, and Thursdays at Springboro. Please check the posters in our stores for the dates and book titles. **The sessions are free and no advance registration is required. The first session will begin July 27 at Washington Square.**



Thousands of wheels of Roquefort aging in the cave.



Burnt farmhouse bread that produces *penicillium roqueforti*.



Calvin and Tracie at the entrance of an old cave.

continued from page 1>

made from strains of this microorganism. The same fungus also makes amazing cheese, causing the signature edible mold found in Roquefort. Admittedly, the words mold and food together do not generally engender positive feelings, but keep in mind that some of the most traditional, not to mention healthiest and flavorful foods, are the result of microorganisms and fermentation: yogurt, wine, salt-cured ham, sauerkraut, beer, kimchi, sourdough bread, to name a few.

We think Papillon makes better Roquefort than anyone. They use technology and science for quality and consistency. For example, the wheels are salted precisely by machine. At the same time, they respect tradition. Each manufacturer of Roquefort uses their own signature strain of *penicillium roqueforti*. While others use laboratory-produced strains of the mold, Papillon obtains theirs from a method that goes back to the times of the Romans. In spring when the moon is full, the mold flourishes in the air. To capture it, Papillon bakes huge loaves of French Country bread until the crust is burnt, to lock moisture in the loaves. In a short time, the loaves become a natural host to the *penicillium roqueforti*. From there, Papillon obtains their unique strain. The cheese also benefits from the growth of the mold on the cave walls. Papillon is the only manufacturer we know of who uses this traditional method, using loaves of country bread to obtain their mold.

Summer is a great time to eat this remarkable cheese. If you are grilling steaks, put a few shavings of Papillon Roquefort on the steak just before serving, or melt some on the steak after turning. If you are pan searing the steak, upon removing the cooked steak, deglaze the pan with a few tablespoons of water or wine. Stir in Roquefort until the cheese melts for a superb pan sauce. Salad? Dress it with a simple vinaigrette and then crumble the Roquefort

over the top. Better yet, Hervé told us to simply melt the cheese and toss with salad, no additional ingredients needed. For flavorful cheese burgers, melt a slice of Roquefort. Make your favorite pasta and toss it with crumbled Papillon Roquefort, and perhaps a touch of extra-virgin olive oil (Try Bertagni fresh pastas found in our Dairy department). Having a picnic? Grab a baguette, fresh grapes, perhaps a slice or two of country paté, and a large wedge of Papillon Roquefort. If you want a bottle of wine, Sauternes is the classic pairing. Or use a simple rosé from Bandol or Provence. You will love how well this simple menu comes together for a picnic. When you bring Roquefort home, store it in the coldest part of your fridge wrapped in parchment paper or aluminum foil. The cheese can keep for months stored this way.

While blue cheeses are popular in many countries, by law Roquefort must be made entirely from the milk of the Lacaune breed of sheep of the surrounding area, and must be aged only in the caves of Roquefort. Sorry to report that many of the so-called “Roquefort” products sold domestically, such as salad dressings, contain none of the true product. This special cheese can be a bit pricey here due to a 100% duty that we have to pay to import it, yet Papillon Roquefort is well worth the cost.

Roquefort has a special place in my heart. I don't know if it's because I still remember eating it over 20 years ago on my first trip to France, or because it is the perfect mélange of sweet, creamy, piquant, and salty. Pick up a wedge today from the DLM Cheese Shop and experience this unique and wonderful cheese for summer.

Papillon Roquefort • \$24.99 lb save \$5.00 lb
Papillon Perail de Brebis 5.3 oz • \$4.49 save 50¢
Life in Provence Roquefort • \$18.99 lb save \$3.50 lb

Calvin VP of Food



Combine all of the ingredients in a medium bowl. Cover and refrigerate for up to three hours. Toss before serving. Enjoy as a side dish to complement spicy grilled chicken or seafood.

Per serving: 52 calories (11% calories from fat); 1 gram total fat; 0g saturated fat; 0mg cholesterol; 6mg sodium; 12g total carbohydrates; 1g protein, 1g dietary fiber

Sandy School of Cooking Director

Did You Know?

Black, white, and green peppercorns are all from the same plant, just harvested at different times. Green peppercorns are harvested when the berry is immature, sometimes dried and often packed in brine. They offer a fresher flavor and less pungency than black or white pepper.

Black peppercorns are picked not quite ripe, left to naturally ferment, and then sun-dried until shriveled and black.

White peppercorns are picked nearly ripe, the outer covering removed, and then left to bleach out in the sun.

Marilou Suszko, author, teacher, and host of the cooking segments on PBS, *Our Ohio*, recently taught a great class using the bounty of local ingredients. Her current book *Farms and Foods of Ohio* is a delightful tour of farms in Ohio and all they produce. Her next book, *Locavore's Kitchen*, will be available in October 2010. Try this recipe. You will indeed be surprised at how good it is.

Here's a quick twist on melon-based salsas that you're sure to love. Sweet, cool watermelon gets a spicy, fruity kick from piquant, aromatic green peppercorns.

It's a combination you wouldn't imagine would work and one you won't soon forget.

Watermelon and Green Peppercorn Salsa

SERVES 4-6 | PREP TIME 30 MINS

- 3 Tbsp minced red onion
- 4 cups fresh, seedless watermelon, cut into small cubes (about ½-inch)
- ¼ cup freshly squeezed lime juice
- 2 Tbsp dried green peppercorns, coarsely crushed
- ¼ cup freshly chopped cilantro
- Dash of Cayenne pepper
- Sea salt, to taste



Summer Classes Now Underway!

For more info or to register, visit www.dorothylane.com or contact Sandy Martz, School of Cooking Director, at (937) 535-5696 or cooking@dorothylane.com.

department news

wine

Wine

Along with an ever-changing assortment of the world's best wine values, Dorothy Lane Market's Wine Shops also have some of the most sought-after and prized wines resting in our temperature-controlled wine cellars. A small sampling of these vinous gems follows; please keep in mind that due to the scarce nature of many of these wines, quantities are often limited. *Cheers!*

2004	Château Mouton Rothschild Bordeaux	\$263
2004	Château Pichon Longueville Pauillac	\$105
2005	Château Saint-Georges Saint-Émilion	\$50
2005	Château Beauséjour	\$140
2006	Château Brane-Cantenac	\$81
2005	Château Duhart-Milon	\$75
0000	Château Gruaud-Larose	\$61
2006	Château Léoville-Barton	\$120
2006	Araujo Altagracia	\$120
2006	Cliff Lede Stags Leap Cabernet	\$64
2004	Cloud View	\$70
2005	Cloud View	\$70
2005	Conn Valley Cabernet	\$63
2005	Continuum	\$138
2006	Darioush Cabernet Sauvignon	\$82
2005	Feather Cabernet	\$70
2005	Groth Reserve Cabernet	\$165
2002	Chris Ringland Shiraz	\$750
2002	Clarendon Hills Piggott Range Syrah	\$140
2002	Clarendon Hills Astralis Syrah	\$276
2005	Greenock Creek Alice's Shiraz	\$80
2007	Greenock Creek Cornerstone Grenache	\$70
2004	Domenico Clerico Pajana Barolo	\$90
2004	Elio Altare Vigneto Arborina Barolo	\$100
2004	Gianfranco Alessandria Barolo	\$69
2003	Manzone Le Gramolere Barolo	\$46
2002	Paolo Scavino Bricco Ambrogio Barolo	\$65
2003	Renato Corino Barolo	\$46
2006	Ornellaia Bolgheri	\$190
2005	Tenuta San Guido Sassicaia Bolgheri	\$220
2004	II Poggione Brunello di Montalcino	\$80
2001	Sassetti & Figli Brunello di Montalcino	\$130
2005	Banfi Belnero Montalcino	\$40
2000	Bruno Giacosa Barbaresco	\$90

Tina Beer & Wine Director

floral



European Hand-Tied Arranging Class

July 17 • 10 & 11:30 a.m. • \$35

Come join the Floral department ladies for another exciting class! We will focus on European-style floral design, which is widely known in the floral industry. European flower arranging is centered around simplicity and the ability to see the beauty of each flower in an arrangement. Register online at www.dorothylane.com or contact the Washington Square Floral department at (937) 434-1294.

"As a supporter of local sustainability and organic foods your market provides not only the best quality but the best selection. I make my purchases and leave knowing that I have upheld our family's vow to eat locally and organically but more importantly, I leave knowing we have supported a family instead of a corporation."

—Teresa Cheadle OH



DLM's 22nd Annual Diaper Derby

Saturday, July 17 • 10 a.m. at all three stores.
Register online at www.dorothylane.com



EAT LOCAL FARMERS' MARKET

10 a.m. – 1 p.m. • JUL 24 Springboro •

AUG 7 Washington Square • AUG 21 Oakwood

Meet with local farmers such as Al Tuttle (DLM 100% Pure Honey) and Ed Hill (Hill Family Farm free-roaming chickens).

Sample and buy fresh sweet corn and other great foods.

Support your local farmers this summer!

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!



Send DLM
Artisan Bread
to Someone
You Love...

www.shopDLM.com
1-866-748-1391

JULY CLUB DLM PRIZES

- 1) \$100 Gift Certificate for a Single Visit Carpet or Tile Cleaning from Natural Solutions Cleaning Services
- 2) \$100 Gift Card to the Montgomery Inn
- 3) Gift Certificate for a One Hour Home Cleaning by Merry Maids (\$85 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.dorothyane.com

 www.shopdml.com

 facebook.com/dorothylanemarket

 facebook.com/dlmglutenfreeclub

 @dorothylanemkt

ADDRESS SERVICE REQUESTED

JULY COOKOUTS



Chicken Breast Sandwich Cookout

Friday and Saturday,
July 9–10
11 a.m.–6 p.m



Beeler's Bratwurst Cookout

Friday and Saturday,
July 23–24
11 a.m.–6 p.m



DLM Rib-Eye Steak Sandwich Cookout

Friday and Saturday,
July 30–31
11 a.m.–6 p.m