

DOROTHY LANE MARKET®

market report

AUGUST 2010



It's A Family Affair

At DLM, it really IS a family affair. Years ago my mother and father told me that a family business is a privilege to be involved with – that it's more than just the family who founded it; the true family involves the families of the people who work at the company. They held up as an example NCR – truly a family company.

I remember thinking how great it would be if Dorothy Lane would be like that one day – it could be even more wonderful if it would expand to include the family members of the people who worked here.

And it did. Many of our longest-serving associates now have children and grandchildren working at DLM. And in my own family, we have a fourth-generation family, with my granddaughter and grandson, who are now working at DLM.

The concept of a true family business also goes on to include the people who shop here. We have some families now in their fourth generation of shopping at DLM; for us, it has gone beyond being just associates and customers, and now we've become friends.

These customer family members have continued to loyally shop with us during both good times and bad times. And it has been common for many of our associates to come here because family members shopped here.

And, like family, over the years they have let us know what things they like and what they don't like; and many, many times they have been correct in areas where we need to improve.

I recently determined that of the 700-some associates currently working at DLM, 209 – that's 29% – are related to someone else who works here. And that's just currently; over the decades, that number would be much larger.

Not only that, but there are literally dozens of couples who have gotten married after meeting while both worked at DLM – not to mention those customers who married associates – or other customers – they met while shopping at DLM.

And those associates who don't currently have relatives working here are just as much a part of the DLM family, too. Many say it's not really so much like "coming to work" every day – they get to work with nice people and get to sell great merchandise to very nice people, too.

So what are my "gratitudes"?

Every day, I get to come to work with a wonderful group of people, people who are devoted to the cause of providing great customer service and **Honestly Better**® food. Thanks to all of you who have been loyal, continuing to work and shop here.

Houston President & CEO



New! Purple Wheat Raisin Bread

I am very excited to finally be able to offer what I feel is one of the very best new bakery products that I have ever seen — purple Wheat Raisin Bread! You say, “What?” Yes, it is purple, and it is really good! Purple wheat originated in East Africa, but now can be found in 40 different countries. The purple color in the wheat is due to the presence of anthocyanins, which are linked to improving health. These antioxidants help protect the body from the formation of free radicals.

Every year the California Raisin Board holds a Best Raisin Bread contest with entries from all around the country. Ron Guerrero, a Food Technologist from the Caravan Company, who supplies us with ingredients, developed the purple wheat raisin bread and won the contest! Ron has shared his formula with us, and after waiting many months for the the purple wheat — it’s finally here!

It is a soft pan bread, purple in color, packed with California raisins, a swirl of delicious white cinnamon filling, and toasted almonds on the crust. It is great right out of the bag and even better lightly toasted. Enjoy!

Seth Bakery Director

“DLM stores have real character and class, while at the same time being friendly and comfortable like a hometown grocery store. The frosting on the cake is the DLM staff, each of whom is like a best friend or family member.”

—Guy Engler

“Healthy Lunch Box” Workshop

Are you among the growing number of parents who are concerned about the lack of healthy choices available in your child’s school lunchroom? Are you aware of the implications of the processed, refined, and chemical-laden commercial products that are marketed to you as a parent to make your life easier? Do you know what these things are potentially doing to your child’s health? Just a few of the many ingredients in a popular name brand lunchable are: smoke flavor, modified corn starch, artificial flavor, partially hydrogenated cottonseed oil, and high-fructose corn syrup. Researchers have found evidence that high-fructose corn syrup (HFCS) may contribute to the development of diabetes, particularly in children.

If you’re looking for a solution to these troubling questions, join Robin Gentry McGee in exploring quick and easy lunchables, as well as products that may be a better solution for your child’s health.

Robin is a health coach, healthy living consultant, and chef specializing in organic, natural foods. She is a health warrior who is single-handedly out to change the health of this country, one body at a time.



“Healthy Lunch Box” Workshop

Wednesday, August 18 • 7–8:30 p.m.
Springboro Community Room • \$10.00

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

Joy Healthy Living Director

DLM Gluten-Free Food Lovers’ Club

AUG 14 • 3–4:30 p.m. • DLM’s School of Cooking
Guest Speaker: Mama Mimi’s Pizza.

contact C.A. Diltz ca@dorothylane.com
or visit www.facebook.com/dlmglutenfreeclub

Coconut Chiffon Cake

SERVES 14-16 | PREP 20 MIN | BAKE 65 MIN

A great summer dessert, this light-textured cake is delicious served with one of our DLM Sorbetto's. From *Cooking.com*

- 1 cup flaked sweetened coconut (about 3 oz)
- 2 cups sugar, divided
- 2 cups sifted all-purpose flour
- 2 tsp baking powder
- 1 tsp salt
- ¾ cup unsweetened coconut milk
- ½ cup canola oil
- 1 Tbsp fresh lemon juice
- 2½ tsp vanilla extract
- 7 large egg yolks
- 7 large egg whites
- ¼ tsp cream of tartar

Position rack in bottom third of oven and preheat oven to 325°F. Blend coconut and ¼ cup sugar in a food processor until coconut is finely chopped.

Whisk flour, ¾ cup sugar, baking powder, and salt in a large bowl to blend. Make a well in the dry ingredients. Add coconut milk, oil, lemon juice, and vanilla to well; then the yolks. Whisk all ingredients until very smooth. Fold coconut mixture from processor into yolk mixture. Using an electric mixer; beat egg whites and cream of tartar in another large bowl until soft peaks form. Gradually beat in remaining 1 cup sugar. Beat until whites are stiff but not dry. Fold large spoonfuls of whites into yolk mixture to lighten. Fold in remaining whites in three additions.

Transfer batter to a 10 x 4-inch angel food cake pan. Bake cake until golden on top and tester comes out clean, about 1 hour 5 minutes. Place narrow-neck bottle into center tube of cake pan. Stand bottle upright so cake hangs upside down. Cool cake completely. Cut around cake pan and center tube to loosen cake. Remove cake from pan; place on platter (Can be prepared one day ahead. Cover and store at room temperature).



Per serving: 319 calories (40% calories from fat); 14g total fat; 5g saturated fat; 99mg cholesterol; 268mg sodium; 43g total carbohydrates; 5g protein; 1g dietary fiber



We invite you, our customers, to submit your favorite recipes to be featured in the *Market Report*. If yours is selected, you will receive a \$25 DLM Gift Card. Send recipes to kathy@dorothy.lane.com. The following recipe was submitted by Jenny Brennan.

Spinach Mozzarella Salad

SERVES 4 | PREP 30 MIN, WAIT 1 HR

Blend together:

- 1 Tbsp garlic, minced
- 3 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 2 Tbsp Aunt Angie's Balsamic Vinegar of Modena
- 1 Tbsp freshly ground pepper
- 2 Tbsp fresh basil, chopped
- 2 tsp DLM Classic Dijon Mustard

In a small bowl combine:

- 1 cup mini DLM Hand-made Mozzarella Balls (about ½ lb)
- 1 cup button mushrooms (halved or quartered if large)
- 1 cup grape tomatoes

Add marinade and set aside at room temperature for one hour.

Toss together:

- 3 cups baby spinach
- 1 cup radicchio, thinly sliced
- 1 cup red onion, thinly sliced
- 2 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 1 Tbsp Aunt Angie's Balsamic Vinegar of Modena

Transfer salad to a serving bowl and top with marinated mixture.



Per serving: 369 calories (74% calories from fat); 30g total fat; 11g saturated fat; 45mg cholesterol; 172mg sodium; 11g total carbohydrates; 13g protein; 2g dietary fiber

Kathy Director of Customer Resources



DLM Hummus — Five Fabulous Flavors

Hummus has been around a long time—in fact, it’s one of the oldest known foods, dating back to ancient Egypt. The word “hummus” is the Arabic word for chickpea. I’ve seen it spelled many ways, and there is some confusion over the whole chickpea versus garbanzo bean thing. Doing a little research I found out that the word “garbanzo” is the Spanish translation of “chickpea”. But whether you spell it hummus or hummos, I say it’s delicious!

Hummus was recently in the national news this May, when 300 cooks in Lebanon broke the Guinness World Record by making 22,994 pounds of it! (That’s almost 11.5 tons!)

We’ve been making a fabulous **DLM Original Hummus** for a while now—although not quite in that quantity, and it’s one of our best-selling dips. Have you tried it yet? We blend chickpeas, tahini, organic lemon juice, and Vera Jane’s Extra-Virgin Olive Oil until smooth and creamy.

My friend Jason Belcher, DLM’s Kitchen Director, asked me the other day why we don’t make any other flavors. Well, why

not? So I got busy in the test kitchen and this month we are introducing four new flavors, using our DLM Original Hummus as its base.

DLM Kalamata & Feta features plump, slightly salty Kalamata olives and fresh feta cheese whirled in. The **DLM Sun-Dried Tomato & Spinach** has finely diced bits of sweet sun-dried tomatoes and a spinach pesto flavored with pine nuts and Parmesan cheese.

I just had to make the classic flavor of **DLM Roasted Red Pepper**. Everyone loves its sweet, mellow flavor. For something a little different I took some mellow roasted garlic and fresh lemon zest to create the **DLM Garlic & Lemon Hummus**. We top all of our store-made hummus with Vera Jane’s Extra-Virgin Olive oil and a showering of parsley.

Hummus is high in iron, Vitamin C, and fiber. It’s a nutrition powerhouse that we all could use a little more of in our diets. Try it for a nutritional snack with whole wheat pita chips, or for a fiber-filled breakfast spread on whole grain bread. I like to use it for a dip with crunchy carrots and crisp celery sticks. It’s a no-brainer when you want to party with something healthier than chips and dip!

\$4.49 lb save 50¢ lb

Chef Carrie Corporate Chef



This recipe is from *A Taste of the Murphin Ridge Inn* by Sherry McKenney. It's been a while since Sherry taught in our school; however she will be here in September when she and her Chef Joanne Drilling join us for another great class.

Back Ridge Grilled Pork

SERVES 6 | PREP 45 MINS, 2 HRS REST | COOK 10 MINS

This dish is fantastic when enjoyed in the summer months with mixed grilled vegetables – and a summer breeze.

- 3 Tbsp DLM Ancho Chili Powder
- 1½ Tbsp ground black pepper
- 1½ Tbsp DLM Spanish Paprika
- 1½ Tbsp DLM Garlic Salt
- 1 tsp DLM Cayenne Pepper (or to taste)
- 4 pieces of DLM Hickory Smoked Uncured bacon
- 2 lbs duBreton pork loin roast, trimmed of silver skin and excessive fat
- Kosher salt and freshly ground pepper
- 1 Tbsp canola oil, divided
- 1 large yellow onion, peeled, cored, and sliced vertically
- ½ lb button mushrooms, sliced

Prepare the roast at least 2 hours before you plan on grilling it.

Mix the chili powder, black pepper, paprika, garlic salt, and Cayenne pepper together. Cut a piece of plastic wrap long enough to run the length of your roast plus 4 inches. Place the 4 pieces of bacon on the plastic vertically, spacing roast on the bacon. Sprinkle the spice mix liberally on the roast; roll the roast toward you, leaving the bacon in place, and sprinkle the other side of the roast. Wrap the tops of the bacon over the sprinkled roast. You may have to stretch the bacon a bit to get the ends to overlap each other. Then bring the plastic up and roll the roast in the wrap. Twist the ends to ensure a complete seal. Let the roast sit

out for 40 minutes, and then refrigerate for another hour and 20 minutes. The roast can keep refrigerated for up to one day.

Heat the grill (keeping one area cool), or if you are cooking indoors, heat a heavy stainless or cast iron pan (do not use a non-stick) over high heat. If you are cooking indoors, also preheat your oven to 400°F. Unroll the roast and slice it into 4 bacon-wrapped portions. Secure each piece of bacon with a toothpick. Season the cut side of the meat lightly with kosher salt and freshly ground pepper. Place the filets on the hottest part of the grill, or place ½ tablespoon of the oil in the hot pan, and then add the filets. Brown both sides of the filets. Then roll the filets onto their sides and briefly let the bacon color. Transfer the nicely browned filet to the cooler part of the grill, or to a sheet tray and then into the preheated oven.

Meanwhile, in the same skillet, add the remaining ½ tablespoon oil and the onions. Let them begin to color. Add the mushrooms and cook until they are well-browned and tender. Season them with a bit of garlic salt. The pork and vegetables should be finished about the same time; both take about 10 minutes.

The pork is ready when a meat thermometer registers about 135°F degrees. If you prefer your pork well done, let it cook to 150°F degrees. Let the pork rest 5 minutes, then plate it piled high with the mushrooms and onions, and splashed with pan juice.

Per serving: 437 calories (58% calories from fat); 28g total fat; 9g saturated fat; 102mg cholesterol; 1053mg sodium; 11g total carbohydrates; 35g protein; 4g dietary fiber

Sandy School of Cooking Director



Fall Schedule Available August 11
**Fall Registration
 Begins August 18!**

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

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Bánh Mì – The Ultimate Summer Sandwich

We are introducing the Bánh Mì (pronounced “bun me”). It’s taking big cities like New York and Chicago by storm! Foodies unite waiting in long lines for this sandwich, and the reasons why are simple. It’s got unbelievable flavor! Layered with plenty of juicy roasted pork and good old-fashioned bologna pork, topped with fresh cool cucumbers, crunchy pickled carrots, sweet red onion, and plenty of fresh basil and cilantro, it’s quite a handful (it’s a little messy, too, but that just adds to the fun!). It just tastes like summer!

All of that fresh goodness is then stuffed into our crispy Artisan French Baguette and slathered with spicy mayonnaise made with that famous Asian hot sauce, Sriracha. Who could say no to a lunch like that on a hot, humid day?

DLM’s version of the famous Vietnamese sandwich Bánh Mì will be featured on Thursdays for the rest of the summer. We are thrilled to be the first in the Dayton area to be making these addicting sandwiches, fresh to order. Come by your favorite DLM location for lunch and taste what the fuss is all about!

Chef Cassie Corporate Chef

grocery

Survive Summer Heat with Tropical Drinks

Looking for something new and fun to drink? At the same time, why not make it healthy? The selection of exotic beverages seems to have grown exponentially over the past few years, and we do our best to offer you the most interesting ones around. Try these the next time you’re in the store:

VASSO NATURAL FRUIT JUICE DRINKS

This is a company started up by Win, a relative of our friend and sushi supplier, Phillip. Both are Asian entrepreneurs who understand the American appetite for good, healthy food. Win told us how he sweetens his unconcentrated juice drinks with natural cane juice, which is more costly than sugar or other fruit juices, but gives him the perfect subtle sweet touch he is looking for. The name “Vasso” refers to the rain season in Southeast Asia, a fitting name for these all-natural, health-giving drinks. Vasso comes in two varieties, that are known not only for flavor but also for health-enhancing antioxidants: Passion Fruit and Mangosteen. *750ml Mangosteen \$6.49 save \$1.00 • Passion Fruit \$3.49 save 50¢*



VITA COCO COCONUT WATER

Coconut water is a hot trend these days, and with good reason. It is very high in potassium and other nutrients, and tastes wonderful. To me, it’s nature’s sports drink, great for a post-workout refresher, or anytime you need to replenish electrolytes. Vita Coco comes from Brazil, and we think it is the best line we’ve tried when it comes to flavor. Varieties include Pineapple (my favorite), Original Coconut, and Mango. *11.2 oz \$1.69 save 30¢*

REGATTA GINGER BEER

Few drinks are as refreshing as a good ginger beer on a hot day. This sophisticated carbonated drink has a nice ginger kick without the peppery burn of other brands. It also has secondary notes of citrus, apple, and banana flavor. This drink makes an excellent mixer. For example, try a drink made of equal portions lager beer of your choice and Regatta Ginger Beer. It also mixes well anywhere that you might otherwise use tonic water or club soda. Better yet, drink it on its own...we love it!

12-oz bottle \$1.19 save 40¢

4-pk bottles \$4.49 save \$1.50

Calin VP of Food



EAT LOCAL FARMERS' MARKET

10 a.m. – 1 p.m. **AUG 7** Washington Square • **AUG 21** Oakwood

Meet with local farmers such as Ray Brentlinger (Brentlinger's Farm Market Sweet Corn – GMO Free) and Ed Hill (Hill Family Farm free-roaming chickens).

Sample and buy fresh fruit, veggies, 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!



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You Love...

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

AUGUST CLUB DLM PRIZES

- 1) 4 tickets to the Ohio Renaissance Festival (value \$68)
- 2) \$50 Gift Card to The Hawthorn Grill
- 3) DLM Back to School Gift Basket (value \$60)

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



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ADDRESS SERVICE REQUESTED

UPCOMING EVENTS



Grilled Shrimp & Corn Cookout

Saturday, August 7

11 a.m.– 6 p.m.



Grilled Hot Dog Cookout

Friday & Saturday

August 13–14

11 a.m.– 4 p.m.



Whole Coho Salmon Sidewalk Sale

Saturday–Monday

September 4–6

10 a.m.– 6 p.m.