

DOROTHY LANE MARKET

market report

AUGUST 2011



Second Annual Cheese Show: Cheeses of the World

SEPT 15 • 7-9 P.M. • DLM SPRINGBORO • \$25

All of us here at DLM believe there are few things in life as pleasurable as enjoying good food and drink, be it tearing off a piece of aromatic crusty bread, sinking your teeth into a piece of flavorful cheese, or exploring the world of craft beers. Simply put, at DLM, we love great food; and we want to share the experience with you. Last year we had a wonderful debut of this show, focusing on artisan cheeses from America; this year we tackle the world! This wonderful event will be held Thursday, September 15, on the mezzanine of our Springboro store. Come explore the wonders of over 40 classic artisanal cheeses and appetizers through the amber lens of refreshing handcrafted beers and fine wines. **Purchase your tickets online at www.dorothylane.com or at any Guest Services desk.**

JUST A FEW OF THE CHEESES WE WILL BE FEATURING:

Challerhocker

Challerhocker, which means “sitting in the cellar”, is exactly what this cheese does for ten months. Close in style to traditional Appenzeller, this semi-hard cheese, made in a small creamery in the canton of St. Gallen, east of Zurich, is robust, with an

earthy, buttery flavor reflecting the recipe variation and flora of the cellar. Perfect with a chilled white wine from the Loire or Savoie.

200-Day-Old Gorgonzola

If you're a fan of blues, you've gotta try this one! Aged for twice as long as typical Gorgonzola, this cheese reaches extraordinary levels of flavor and robustness. This is not a dolce sweet like most Gorgonzolas you see. It has slightly salty, intense flavor, balanced with a semi-soft texture. For true blue cheese lovers only. Try a slice over a DLM Natural Beef steak, or break a few pieces into a salad.

Délice de Jura

A beautiful pasteurized version of Reblochon. The rind is subtly aromatic, with the same wavy ripples on the surface. The light golden-ivory interior glistens with the same glorious texture found in a perfectly ripened Reblochon. The flavor is full, slightly earthy, lending layers of taste sensations, melting onto the palate with the smoothness of superb ripeness.

Ernie The DLM Cheese Shop Manager, Washington Square

healthy living

Whole Omegas, Whole Body, Whole Benefit

OPTIMIZE YOUR BODY'S RESPONSE TO DAILY STRESS WITH WHOLE FOODS & HERBS

PRESENTED BY KRISTIE BENHAM, NEW CHAPTER
TUESDAY, AUGUST 23 • 7-8:30 PM
SPRINGBORO COMMUNITY ROOM • FREE

Omeegas 3, 5, 6, 7, 8, and 9 are fatty acids found in wild fish and often referred to as “good fats”. They are good because omegas are present and play an important role in every human cell. According to New Chapter’s website, “omega fatty acids serve to nourish brain, heart, eye, and kidney tissues. They have been shown to benefit cardiovascular, immune, and digestive health in addition to supporting a healthy metabolism and inflammation response.” New Chapter’s Wholemega Whole Fish Oil delivers the natural profile of 17 omega

fatty acids found in one of nature’s true superfoods, Wild Alaskan Salmon. Wholemega has been the subject of multiple human clinical trials, with compelling results, including an ability to lower triglyceride levels in as few as 14 days. New Chapter’s philosophy on nutrition is simple: seek the benefits of whole food. Join Kristie Benham to learn how you can optimize your body’s response to daily stress with whole foods and herbs.

Kristie has been active in the natural product industry for the past seven years. A native of Wisconsin, she has an unmistakable passion for fitness

and the importance of incorporating the healing wisdom of nature into a healthy lifestyle, and she works tirelessly to bring this passion to communities all over the Midwest.

Seating is limited, please register online at www.dorothylane.com, or contact Joanna Adams (937) 748-6800 or Joy Kemp (937) 434-1294.

New Chapter Wholemegas are 30% off with your Club DLM card through August 31.

Joy Healthy Living Director

DLM Gluten-Free Food Lovers' Club

AUG 13 • 3-4:30 p.m. • Washington Square
Guest: Le'Anne Bell from Udi's

Contact C.A. Diltz — ca@dorothylane.com
or visit www.facebook.com/dlmg glutenfreeclub

honestly local



Honestly Local Featured Farmer: Ray Brentlinger

Since our beginnings as a small fruit and vegetable market at the corner of Dorothy Lane and Far Hills Avenue in the late 1940s, we have been dealing with the best local growers. Way back then Norman Brentlinger would bring his fresh corn crop to my grandfather Calvin, and ever since we’ve had spectacular local sweet corn in the store every summer. Norman’s sons Ray and Tom are fourth-generation farmers, and continue to deliver fresh corn to our stores every day in season.

So what makes Brentlinger’s corn so good? For one thing, they are blessed with good soil: the rich black soil of Clark County is famous amongst farmers across the Midwest. Besides having good soil, the Brentlingers are picky about the varieties of corn they plant. They prefer old traditional varieties of corn such as the white Avalon and yellow Honey Select. Ray tells me that this makes a big difference in how the corn tastes. Most corn you find out there these days is often overly crunchy and chewy. You can tell the difference with a Brentlinger ear as soon as you see it. It’s healthy with large, plump kernels, and is nicer to eat off the cob.

Ray is a fanatic for freshness. Every day this time of year, he calls the three Produce managers, Michelle, Ron, and Teresa, at about 8 a.m. He then picks the corn, and delivers to us around

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honestly local

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Noon, with the ears of corn still moist with morning dew. I can't wait to start eating!

Speaking of eating, there are several simple ways to prepare Ray's corn, from shucking and boiling, to roasting with the husk on in the oven, to grilling. Funny thing is, Ray, with all his traditional farming ways, prefers the microwave. He says he puts a single ear in the husk in the microwave for 2 minutes, and he says it comes out perfectly. I like his corn with a good melted butter, such as the Italian butter we sell in The DLM Cheese Shop. Or try it as my Mexican friends eat it, with a mix of butter and mayonnaise and some form of hot pepper sauce or chili pepper. Any way you go, now's the time of year to enjoy one of our greatest local crops...juicy, delicious corn from Brentlinger Farm Market!

Colin VP of Food



Ray Brentlinger and José Manzano, Produce Director, out in Ray's corn field.

Honestly Local Challenge

Create or make a recipe with local products purchased from DLM during the month of August. Turn in a copy of your receipt(s) and recipe or share your recipe and photos with us on our Facebook wall to be entered for a chance to win a \$50 DLM gift card.



honestly local

jo ann's recipe corner



Fresh, hot, and so good! Asparagus reaches its peak flavor when grilled, seasoned, and topped with slivers of Pecorino Romano cheese. Asparagus is available all year long. Look for spears with firm, closed tips and select bunches that are about the same diameter, so they cook uniformly. Watch out for soft, mushy tips. Snap off the woody part of the bottom of the stalk and enjoy! This recipe is naturally gluten free.

Grilled Fresh Asparagus with Pancetta, Pecorino Romano, and Herbs

SERVES 6 | PREP 7 MINS | COOK 6 MINS

- 1½ lbs extra-large fresh asparagus, trimmed
- Vera Jane's Extra-Virgin Olive Oil
- 2 Tbsp slivers of shaved Pecorino Romano cheese
- 3 oz thinly sliced pancetta or 3 slices DLM Uncured Bacon, cooked crisp, then crumbled
- 1 Tbsp Italian (flat-leaf) parsley, chopped
- 1 Tbsp basil, shredded
- 1 Tbsp mint, shredded

Generously coat asparagus with olive oil. Grill over medium-hot heat. Turn frequently, until asparagus is lightly browned and tender-crisp, about 6 minutes. Arrange on a warmed serving plate. Sprinkle with cheese, pancetta, and herbs.



Calories 103, Protein 5g, Fiber 3g, Total Fat 7g, Sat Fat 2g, Cholesterol 12mg, Sodium 114mg

Jill Director of Customer Resources

grocery

Recent Finds From Sicily!

Thanks to our friend, Gioacchino, founder of aTTavola Foods in Sicily, we have been able to bring you some extraordinary foods. He deals with small, hands-on producers of traditional foods from Italy, with an emphasis on Sicily.

Aulente is a well-rounded extra-virgin oil from Sicily's northern coast. It is excellent drizzled on grilled fish and veggies; or use it to make a smashing bruschetta. Pick up a loaf of our Classic Italian at our Bakery, cut thick slices, toast, rub with a tomato or clove of garlic, drizzle Aulente, and add a touch of sea salt. Eat with soup or a bowl of lentils. Simple, fulfilling, and wonderful!

Speaking of lentils...**Organic Lentils from Ustica** are a special variety native to the tiny island of Ustica, just off Sicily. They are planted using a donkey and processed by hand. Each lentil pod only grows two lentils, which is one reason they are more costly. Unlike most lentils, these are not fumigated with chemicals. They are grown under the "Slow Food" movement and have a European organic certification. Pick up a couple of bags and enjoy these most tasty and nutritious lentils.

Salvatore Vultaggio is a traditional beekeeper and maker of **La Nonna's Honey**. He follows the seasonal blooms and travels about Sicily collecting his honey. He processes his honey without heat, preserving its delicate and distinctive flavors, as well as the beneficial amino acids and enzymes. Experience a simple, perfect sweetener from nature...from Sicily!

Aulente EVO \$22.99 save \$3.00
Organic Lentils \$8.99 save \$1.00
La Nonna's Honey \$6.99 save \$1.00
 with Club DLM card through August 31



Calin VP of Food

wine



Todd Norman Wines by Talley Vineyards

"Todd Norman" is our exclusive wine label, a whimsical combination of my first name and Norman Mayne's. Our approach is to work with small-scale winemakers to bring you excellent wines at a lower than normal retail when compared with big name labels. For this year's releases of Todd Norman, we were delighted to work with Brian Talley, a highly respected winemaker in Edna Valley, California.

Todd Norman 2009 Edna Valley Chardonnay

Lush and full of tropical fruit and melon, our Chardonnay has great body without being overly oily. An extremely food-friendly style and excellent example of what California can do with the varietal. \$20 save \$5

Todd Norman 2009 Edna Valley Pinot Noir

Brian loves Burgundy varietals, and so do we! Our pinot is so good we think it compares well with pinots for over \$40. It shows beautiful strawberry and rose petal in the nose and an abundance of fruit in the palate. Pair it with grilled salmon, stuffed mushrooms, or anything on the patio. \$20 save \$5

NOVEMBER
3

SAVE THE DATE: DOROTHY LANE MARKET'S
 2011 FOOD & WINE SHOW WILL BE THURSDAY
 NOVEMBER 3 — LOOK FOR TICKET SALES TO
 START MID-SEPTEMBER!

Trou Director of Beer, Wine, and The DLM Cheese Shop



13 minutes. Drain the water from the pan and cool the eggs in the pan under cold running water. Once cooled, peel the eggs and cut into sixths.

In a large bowl, mix together the celery, mayonnaise, dill, mustard, lemon juice, and pickle relish. Add the chopped eggs to the mayonnaise mixture and gently mix together. Season with salt and pepper.

Serve on any variety of DLM rolls or breads. For tea sandwiches I use thinly sliced white or rye bread. Remove the crusts, butter lightly, and cut into triangles.



Calories 315, Protein 13g, Carbs 8g, Fiber 0g, Total Fat 25g, Sat Fat 5g, Cholesterol 463mg, Sodium 725mg



School of Cooking Director

I made this recipe for a fundraising tea party I hosted last spring. I never really thought egg salad was anything special, but I've changed my mind after tasting this recipe. I got advice from all my egg salad-loving friends and combined their "secrets" to create this one. I hope you enjoy it!

Chunky Egg Salad

SERVES 6 | PREP TIME 10 MINS | COOK TIME 13 MINS

- 12 large "Two Old Hens and Their Chicks" eggs
- 1 stalk celery (with leaves), chopped very fine
- ½ cup Delouis Mayonnaise (found in our Seafood department)
- 2 Tbsp fresh dill, chopped
- 2 Tbsp DLM or Maille Whole Grain Mustard
- 1 Tbsp plus 1 tsp freshly squeezed lemon juice
- ¼ cup Sechler's Sweet Pickle Relish
- 1 tsp Kosher salt
- 1 tsp DLM Tellicherry Pepper
- Your favorite DLM artisan bread

In a large saucepan with a tight-fitting lid, place the eggs and cover with cold water by one inch. Bring to a boil. Once they have reached the boiling stage, cover tightly and keep covered for



Look for the
Fall Schedule to be
released mid-August!

For more information visit www.dorothyane.com or contact Gayle Burt, School of Cooking Director, at (937) 535-5696, or cooking@dorothyane.com

events



Hot Stuff!

We bought the coolest **chile roaster** we could find, and now we're taking it on the road! It's a large, open-weave cast iron drum that turns slowly over some serious open flames, to perfectly blister and blacken the chile skins. You can buy them whole, just like that, or have us skin and seed the peppers for you. We pack them into 1-quart containers for your convenience. You can use them up or pop them into your freezer for later.

Obviously they help make great salsa, but they are so versatile in cooking. I love them diced up and tossed into our scrambled organic eggs. Or try them plopped on top of a DLM Natural Beef

Burger with some Jack cheese, ripe tomato, and guacamole!

We have a slew of new recipes featuring green chiles (www.dorothylane.com/chiles) for you to try; so stop by our three Farmers' Market during August for roasted chiles!

Chef Cassie Corporate Chef



"My husband and I especially appreciate and value the professionalism and the pride your team takes in their work. I appreciate your efforts in making our first ever DLM shopping such a fun and wonderful experience!"

—Lori Garner South Carolina

meat



Jack with Cody from Pederson's Natural Farms inspecting our DLM Uncured Bacon.

Making Bacon...BLTs

As a kid, the smell of bacon came over me like a spell. I'd drop whatever I was doing, and move with the precision of a Recon soldier: jumping behind sofas and edging across the stairwell until the kitchen was in sight. Then, once the phone rang and Mom had her back turned, I'd move in for a strike, to free a juicy strip from the savory stack. Just as I thought that my moves were fast, I always found that hers were quicker—Mom turning around and shooing me away.

Fifty years later, not much has changed when I smell bacon cooking. My mouth waters, and I'm drawn like a moth to a flame. The only difference is that my tastes have refined with age. Now, the smell of bacon immediately conjures up a craving for a BLT—one stacked with homegrown tomatoes. It's not just any bacon that awakens my senses any longer, but the flavors of our Dorothy Lane Market Uncured Nitrite-Free Bacon (certified humane and antibiotic-free). Raised on small family farms, this bacon comes in unique flavor combinations: Jalapeño, peppered, applewood smoked, hickory smoked, and thick-sliced cherrywood bacon. We have it all. Don't deprive your next BLT of this delicious bacon or of authentic local homegrown tomatoes.

Jack VP of Meat & Seafood

Honestly Local Farmers' Market

10 a.m. – 1 p.m. **AUG 6** Oakwood • **AUG 13** Springboro • **AUG 27** Washington Square

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!

Featuring our new **Chile Roaster!**



honestly local.

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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Artisan Bread
to Someone
You Love...

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

AUGUST CLUB DLM PRIZES

- 1) Free Oil Change at Monroe Muffler, Brakes, and Service on Whipp Rd. (value \$29.99)
- 2) 4 tickets to the Ohio Renaissance Festival (value \$79)
- 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

AUGUST COOKOUTS

see all of our events at www.dorothylane.com/events



Corn and Shrimp Cookout

SATURDAY
6

11 a.m.–6 p.m.



Hot Dog Cookout

FRIDAY SATURDAY
12 13

11 a.m.–4 p.m.



Local Grass-Fed Beef Burger Cookout

SATURDAY
27

11 a.m.–6 p.m.