

DOROTHY LANE MARKET

market report

OCTOBER 2011



New in our Deli!

DLM All-Natural Uncured Hams

A couple of years back we had the opportunity to participate in a comprehensive study, sponsored by The Coca-Cola Company, of American eating habits. The report broke out behaviors by time of day, and the results were fascinating. Here is how many Americans view lunch: "...people feel like there always has to be a trade-off. For example, you have to give up health for taste, taste for speed, and speed for health, etc. This leads to a combination of satisfaction and sacrifice..." This particular dilemma was referred to as "satisficing." The top choice for lunch is still the sandwich, and the top sandwich? Ham. Perhaps this is one example where we are satisfied with the speed and taste, but may feel we are sacrificing health.

Ham comes from cured hind leg of pork, but covers a wide spectrum. At one end, consider the typical supermarket smoked deli ham. To keep costs down, the hams are made from pigs that come from factory farms utilizing super-efficient growing methods. The animals are given little room to move and are administered antibiotics. After slaughter, the pork pieces are trimmed and chopped, and molded into forms with the aid of lots of water, phosphates, and curing brine that includes added nitrates and nitrites. To attain a smoked flavor, cheaper hams are sprayed with liquid "smoke."

On the high end, you have hams that originate from certain breeds of pigs raised naturally on traditional diets. The hams come from the whole hind leg, slowly dry cured by salt and

naturally occurring enzymes. This category includes the great hams of Europe such as Italy's Prosciutto di Parma and Spain's Jamón Ibérico, or America's famous natural salt-cured country hams from Appalachia.

A sandwich made with Prosciutto di Parma can be a fine thing (to try one, visit our Deli and order "The Capri"). However, at over 20 bucks a pound, it's probably not something you are putting in your child's lunch box. So what to do? When it comes to a good ol' ham sandwich for lunch, do we have to settle for "satisficing?" Not anymore.

We are happy to introduce our new DLM All-Natural Uncured Hams! Our new hams are made from the same wonderful pork we sell fresh in our Meat department: duBreton Natural Pork. Years ago Jack Gridley (VP of Meat & Seafood) switched all our fresh pork to duBreton, and we love it! DuBreton's farms use outstanding livestock raising practices, so much so that they are "Certified Humane." Among other things, this means that they allow the pigs access outdoors to roam and socialize, and give them deep bedding. They never administer antibiotics and raise the animals on a vegetable grain diet.

Another difference is who makes our hams and the process they use. Usingers, like us, is a fourth-generation, family-owned company. They are in the charming city of Milwaukee, a town infused with Midwestern values and European charm. A few

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Fritz shows Donna the woodchips in the smoker.



DLM Food & Wine Show 2011

NOVEMBER 3 • 7-9:30 P.M. • DLM SPRINGBORO • \$80

Wow did the summer go fast! A sure sign of the impending holiday season is the kick off of the Food and Wine Show tickets and it is that time! If you have enjoyed one of our previous food and wine extravaganzas over the past decade or so, we promise this year's event will not disappoint! If you have never attended before, then save the date on your calendar and purchase your ticket now to assure your reservation. Tickets are limited and can be purchased at any DLM Guest Services or online at www.dorothylane.com

The show takes place at our Springboro store, on both the main floor and the mezzanine level, and you will find 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! There will be an entire table dedicated to the French wines brought to Americans by Robert Kacher Selections manned by specialist Anne Markovich-Girard, as well as Giorgio Rivetti from famed La Spinetta in Piedmonte Italy, Richard Bruno of Vinum Cellars, and Clyde Gilbert of Rombauer Vineyards, both of Napa. In addition, we will have several tables for the beer lover in the group.

The food, of course, will be amazing. DLM's Corporate Chef Carrie Walters and our other talented chefs have pulled out all the stops, and you can sample to your heart's delight from an array of seafood, smoked fish, charcuterie, and desserts from our famous DLM Pâtisserie...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.

Tickets are \$80 each and available at any DLM or online at www.dorothylane.com Tickets are limited, buy yours today to ensure you don't miss out on this spectacular event!

American Cheeses

The American Cheese Society has made October American Cheese Month as a celebration and to raise awareness of North America's delicious and diverse cheeses, and honor the farmers, cheesemakers, retailers, cheesemongers, and chefs who bring them to your table!

Marieke Foenegreek

This is a rich, creamy Gouda that is seasoned with Foenegreek, a seed that has a nutty, maple-like flavor. Made by Marieke and Rolf Penterman, first generation Wisconsin dairy farmers having moved from the Netherlands in 2002.

Sartori BellaVitano Balsamic

The sweet, nutty, fruity flavors of BellaVitano become even more desirable when blessed with a few prized drops of Modena balsamic vinegar. By gently bathing BellaVitano Gold in balsamic, cheesemaker Mike Matucheski has given it a sweet coating that burnishes the legend of BellaVitano from this Wisconsin producer.



Sartori BellaVitano Balsamic

Cypress Grove Humboldt Fog

An aged, domestic goat's milk cheese; ash-coated and world-class! This cheese is

the brainchild of American goat cheese legend Mary Keehn who in the 1970s was recognized as one of the premier Alpine Dairy Goat breeders. She quickly found that she had a large surplus of milk and began her cheese making adventure, thus becoming an American cheese-making legend.

Beehive Cheese Co. SeaHive

SeaHive is hand rubbed with Beehive wildflower honey and local Redmond Real Salt. The honey is harvested from a local farm. The salt, from an ancient sea bed near Redmond, Utah, contains unique flecks of color that are the result of more than 50 minerals. An aged, delicate, and sweet milky cheese with a smooth, soft finish that is lovingly produced by our friend Pat Ford, who along with his brother-in-law gave up hectic business careers to open this small, highly regarded creamery.



Director of Beer, Wine, and The DLM Cheese Shop

jo ann's recipe corner



Beer Brat Potato Cheese Soup

SERVES 4-6 | PREP 15 MIN | COOK 45 MIN

- 2 DLM Beer Bratwurst, cooked (halved lengthwise and sliced)
- 2 Tbsp Wondra
- 4 cups unsalted chicken broth, divided
- 2 medium potatoes, diced
- 2 cloves garlic, finely minced
- 1 tsp DLM Crushed Chili Peppers
- 2/3 cup dark beer
- 4 cups grated Wisconsin Cheddar, packed
- 1 cup heavy cream
- DLM Sea Salt and DLM Tellicherry Pepper
- Fresh chives, chopped

Add 2 Tbsp Wondra and ¼ cup chicken broth to a 6-quart pot over medium heat. Stirring constantly, cook until bubbly (do not allow to brown). Remove from heat and gradually whisk in remaining chicken broth. Return pot to heat and add potatoes, garlic, chilies, and beer. Bring to a boil then reduce heat and simmer until potatoes are tender, about 15 minutes. Transfer half the mixture to a bowl. Using a potato masher, mash the potatoes remaining in the pot. Remove from heat and return the reserved potato mixture and bratwurst to the pot. Stir in cheese and mix until smooth. Add cream and stir to combine. Return to low heat, season with salt and pepper, and cook until warm throughout without boiling. Serve and garnish with extra cheese and chives.



Calories 597, Protein 27g, Carbohydrates 14g, Total Fat 48g, Sat Fat 28g, Cholesterol 153mg, Sodium 741mg

Jill Director of Customer Resources

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months ago, Jack, Deli Director Donna Howell, and I went up to visit.

Fritz Usinger, great-grandson of the founder, met us for the tour to show how he crafts duBreton fresh pork into DLM All-Natural Uncured Ham. After sanitizing and donning what looked like full surgical garb, we began the tour. I think Fritz is a scientist at heart, and takes sanitation more seriously than anyone I've ever met. The plant is impeccable! Even the packaging area had an air cleaning system that duplicated the environment of an operation room. Our day was filled with education, a few laughs, and plenty of good food.

At Usingers, tradition and technology are both embraced. In his new facility, Fritz installed real smokehouses that gently smoke hickory and other woods for hours which help infuse our ham with flavor. Our hams are not poured into a bag; rather, we specify only whole muscle meat from duBreton. Our other ingredients are entirely natural as well. We use a small amount of sea salt, turbinado sugar, and spices, and we do not add nitrates or nitrites (there is a small amount of naturally occurring nitrate in the celery powder).

We are happy to offer you three varieties of our new DLM All-Natural Uncured Hams: Smoked, Deluxe Cooked, and Maple-Glazed. So how do they taste? I'll save that for you to decide. Just come to our Deli counter and ask for a slice. I think you will like them very much. In fact, the days of "satisficing" at lunch may be over. So come and try our new all-natural Deli hams. No need to sacrifice health for flavor. Make a yummy ham sandwich, and feel good about your lunch.

Calvin VP of Food





Honestly Local Featured Farmer: Dave Stoltz

Eating local tastes good, even as autumn settles in. So right now I'm fantasizing about a perfect forkful of my Mom's pumpkin pie with the crust flaking off, and getting whipped cream on my lips. Maybe I'll wash it down with a short glass of cold milk from Snowville Creamery. (Snowville's dairy cattle are entirely grass fed on pastures not far from Columbus.) As for my Mom's pie, we still clamor for it! She prepares it old school, making the crust with a few ingredients: King Arthur flour, butter, and her secret ingredient...a little bacon fat. And the pumpkin? That comes from the man you see here on the left: Mr. Dave Stoltz, pumpkin farmer par excellence.

Dave's family has, you could say, a bit of experience in growing pumpkins, squash, melons, and other produce. They have been growing great fruit and vegetables in Clark County since the late 1930s. Over the years, they gained a reputation for growing flawless produce. Dave has been progressive in keeping up with the latest introductions of pumpkin and squash varieties producing a cornucopia of colors, shapes, and flavors. And so the business grew to a degree where they were supplying several supermarkets, farmers' markets, and even chain stores. However, in recent years Dave wanted to simplify life, and so has scaled things back to a just a couple of wholesale accounts. It's our good fortune that Dave chooses to continue to sell to Dorothy Lane Market. So if you are looking for nutritious, tasty, beautiful squash and pumpkins, visit us and check out the great food coming from Stoltz Family Farms.

Calvin VP of Food

Autumn = DLM Clambake

The Pilgrims who first disembarked at Plymouth for a new life in America almost starved to death that first year. Had it not been for the Native American Indians, the outcome may not have turned out so well. One of the things they learned from the Native Americans was that the local waters abounded with lobsters, clams, and mussels. They showed the Pilgrims how to cook this seafood bounty, along with the summer harvest, in large pits filled with smoldering rocks layered with seaweed and covered with rawhide.

Twenty-five years ago I was that guy in the neighborhood who was digging the three-foot wide hole in the backyard and gathering family and friends over to celebrate the harvest with a clambake. The men (keepers of the fire and libation spirits) would stay up all night tending the fire to make sure we had a good bed of coals and smoldering rocks for the next day's cooking. Maybe it is because I have some Native American in my bloodline, or the need to belong to a "tribe" due to the trauma of being cut from the 9th grade basketball team, that makes me want to bond with friends and celebrate with food. Fast forward twenty-five years, and there are several reasons why we have created the perfect solution for the modern clambake:

1. I'm getting too old to dig a 3-foot wide hole in the backyard.
2. It sure messes up the landscaping plan.
3. I struggle to stay up past 11 p.m. to tend the fire.

The DLM Clambake solves all those problems and makes the perfect solution for an easy gathering of the tribe for a celebration of great food. The can is layered with a mixture of the fall harvest: red potatoes, carrots, celery, onions, clams, mussels, shrimp, and some tangy andouille sausage. Just bring the can to a steam and let the flavors of the food and seaweed mix. For an upscale version add lobster to the mix. Good friends, family, fall weather, football, and great food...the perfect reasons to have a DLM Clambake at your house! (Please allow 48 hours notice for orders)



Jack VP of Meat & Seafood

school of cooking



Chef Jenn DiSanto, chef/owner of Fresco, is one of our most popular instructors at the School of Cooking. She does several International Food and Wine Classes with Washington Square Wine Manager George Punter. A classically trained chef, Jenn earned her culinary degree in Connecticut. 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.frescofood.net. She shares with us one of her favorite fall recipes. Enjoy!

Rosemary and Apple Cider Braised Pork Tenderloin with Apples

SERVES 4–6 | PREP TIME 10 MINS | COOK TIME 25–30 MINS

- 2 (1lb) pork tenderloins – trimmed
- Vera Jane's Extra Virgin Olive Oil—
to rub on pork and for sautéing
- 2 Tbsp fresh rosemary, chopped
- 2 large cooking apples (such as Honeycrisp or Granny Smith)
peeled, cored, and sliced
- 1½ cups apple cider
- 1½ cups chicken stock
- Salt and pepper

Preheat oven to 350°F. Preheat an oven-proof sauté pan on medium high. Rub the pork tenderloins with olive oil and rosemary then season with salt and pepper. Add about 1 tablespoon of olive oil to the pan and sear on all sides. Remove from pan and add the apples and a little more olive oil. Sauté until golden. Deglaze the pan with the apple cider and then add the chicken stock. Bring to a boil and add the tenderloins back in the pan. Cover tightly and place in the preheated oven. Braise for 15–20 minutes or until thermometer inserted into center of tenderloin registers 150° F. Remove pork from the sauce and let it rest. Bring the sauce back to a boil and reduce to thicken. Slice the pork and serve with some of the sauce and apples on top.

Calories 154, Protein 16g, Carbohydrates 13g, Total Fat 4g, Sat Fat 1g, Cholesterol 50mg, Sodium 320mg

Jenn School of Cooking Director

seafood

Alaskan Red King Crab Arrives Late October!

The Bad Boys of the Bering Sea are getting ready to cast off for another great season of Wild Alaska Red King Crab fishing. 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 deckhand on a crab boat 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.

Jack VP of Meat & Seafood

CELEBRATE
GLUTEN
FREE

OCTOBER 22 • 11 A.M.—4 P.M.

DLM WASHINGTON SQUARE • FREE ADMISSION

At last, our first annual celebration of the gluten-free lifestyle! This is the realization of a long anticipated goal for the DLM Gluten-Free Food Lovers' Club. Our mission is to promote gluten free as a lifestyle choice, while exploring nutritious real food that tastes good. This is the first event in Dayton to encompass the supplement, vitamin, and food needs of the gluten intolerant.

Celebrate Gluten Free will showcase a mixture of traditional vendors and local businesses who offer gluten-free products. **AllerEnergy** and **Sinfully Gluten Free** located in Centerville, and **Tina's Sweet Treats** from Franklin will be some of the local producers sampling their products. DLM will also be sampling gluten-free items such as Chocolate Walnut Chews from our Bakery department, DLM Classic Chili, and fresh DLM Homemade Cheese Spreads and DLM Dips with DLM Organic Multigrain Tortilla Chips. And you can't leave without trying our store-made, gluten-free meatballs and DLM Original Marinara Sauce, poured over Schär pasta, and topped with grated Parmigiano-Reggiano.

Company representatives from our supplement, natural food, and body care lines will be in the Healthy Living department providing samples and sharing product information. Exhibitors include New Chapter, ZuZu Luxe, and many more companies. Many of these product lines will be on sale this month.

SEMINARS WILL BE HELD IN THE SCHOOL OF COOKING:

- 11 a.m.** *My Gluten-Free Plate: Understanding the 2010 Dietary Guidelines and a Gluten-Free Diet*
Theresa Taylor MS, RD, LD
- 1 p.m.** *Celebration of the Gluten-Free Life*
Anne Roland Lee MEd, RD, LD
- 3 p.m.** *Exploring a Whole Foods Gluten-Free Lifestyle*
Robin Gentry McGee CHHP, AADP

Celebrate Gluten Free 2011 is an event you won't want to miss!

food service



Fall Into New Flavors!

We've been busy in our kitchens cooking up some new delicious recipes that we are excited to share. Here are a couple to get you started.

DLM Sauerkraut Balls

A fall favorite appetizer is now freshly made at your favorite DLM. Steamed potatoes, sauerkraut, whole mustard, and finely minced ham are surrounded by crunchy panko breadcrumbs. Perfectly sized, just pop them into your oven and serve at your next get together with a sour cream and mustard dipping sauce!

DLM Pork Posole Soup

Roasted green chiles, slowly braised pork, cilantro, hominy, and ripe avocado all meld together into this delicious new soup full of Southwestern flavor. Try with a dollop of sour cream tonight!

DLM Spicy Salami & Bean Salad

This salad has got my hometown of Chicago written all over it! Giardiniera (pronounced like jardinera) is a spicy olive pepper mix that is piled on top of Italian beef sandwiches all over the city. At DLM we toss it with Genoa salami, coppocola, provolone, and chick peas to make one heck of a great entrée-type salad. Try it stuffed into one of our mini baguettes for a dynamite sandwich, in lettuce cups, or serve it as an antipasto.

Chef Carrie Corporate Chef

"We will always love our DLM in Oakwood—perfect choices, limited space to walk to find what you want, and the most pleasant and helpful staff in the world. Love and thanks for our years at DLM!"

—Rose Dwight Dayton, OH

Want more coupons from us?

Please help us as we try to update our database by providing your e-mail address and Club DLM card number. Once you verify, look for e-mail coupons from DLM coming to your inbox. Update your information below and return to any Guest Services desk or online at www.dorothylane.com/verify

Name

Club Card

Email

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!

OCTOBER 22 • 11 A.M.—4 P.M.
 DLM WASHINGTON SQUARE
 FREE ADMISSION

SAMPLES • VENDORS • SEMINARS

CELEBRATE GLUTEN FREE

OCTOBER CLUB DLM PRIZES

- 1) DLM Free-Range Turkey Antibiotic-Free • Vegetarian Fed (value \$50)
- 2) \$50 Gift Card to The Oakwood Club
- 3) 2 Adult and 2 Student Tickets to the Dayton Ballet's *The Nutcracker* at the Schuster Center (value \$225)

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
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ADDRESS SERVICE REQUESTED

-  www.dorothyane.com
-  www.shopDLM.com
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-  [@dorothylanemkt](https://twitter.com/dorothylanemkt)

OCTOBER EVENTS
 see all of our events at www.dorothyane.com/events



Smoker & Chile Roaster
 while supplies last

- SATURDAY 1** DLM Oakwood
11 a.m. to 6 p.m.
- SATURDAY 8** **SATURDAY 22** DLM Wash. Square
11 a.m. to 6 p.m.
- SATURDAY 15** DLM Springboro
11 a.m. to 6 p.m.



Caramel Apple Dipping

- SATURDAY 15** **SUNDAY 16** **SATURDAY 29** **SUNDAY 30**
11 a.m.—5 p.m.



DLM Classic Chili Cookout

- SATURDAY 22**
10 a.m.—6 p.m. • while supplies last