

DOROTHY LANE MARKET

market report

NOVEMBER 2011



DLM Fresh Locally Grown and Raised Free-Range Turkeys

Thanksgiving is a day of celebration and reflection, handed down to us from the Pilgrims. It is a day to gather with family and friends, to give thanks for the many blessings which we have in our lives, and to celebrate the rewards and hard work of the harvest. At the center of the table, as tradition would have it, is the Thanksgiving Turkey. This is why we have partnered with Bowman & Landes Turkey Farm to specially raise turkeys that carry the Dorothy Lane name and are **Honestly Better**[®], both in the way they are raised and in their final taste. The criteria for these birds are:

- No antibiotics or growth promotants — ever
- 100% veggie fed — no animal by-products in feed
- Free range
- Locally grown and raised with feed grown on the farm

It's amazing how many things in life are attainable by practicing and executing small, basic tasks to accomplish something wonderful. Great nutrition is the key to raising a great-tasting, healthy turkey. To provide the nutrition needed to raise a turkey without using antibiotics or animal protein means growing your own crops

of corn, wheat, and soybeans, and milling the grains on the farm for feed. Almost all commercially available feed mixes have the bad stuff already added! If it's worth doing, the folks at Bowman & Landes do it right. The grain is harvested and stored on the farm to be milled and mixed fresh to feed the turkeys. The turkeys are raised free range, out in the fresh air and sunshine with no antibiotics, and delivered to you fresh, just in time for the celebration.

Did you notice the key word “fresh” being used repeatedly? Have you ever wondered how turkeys advertised elsewhere for ridiculously cheap prices have been raised and fed? How long have they been frozen, what could they have been fed, and how were they raised to be able to be sold so cheaply? You probably do not want to know. Know where your food comes from, and how it is raised! Eat local, know your farmer, and give thanks for all we have.

Delight your family and friends this year with an Honestly Better[®] Dorothy Lane Market Fresh Free-Range Turkey or Turkey Breast. Place your order soon by calling or stopping by the store, or order online at www.dorothylane.com. We will strive to get you a turkey the size you ordered, but please remember these turkeys are grown, not manufactured!

Jack VP of Meat & Seafood

Simplify your holidays with shopDLM.com

Once again, the end of the year is creeping up on all of us. With the arrival of colder weather come thoughts of the impending gift-giving holidays, and perhaps you are not ready for those purchasing decisions. Don't let this holiday shopping season stress you out; rather, try giving a gift that will last through the year with one of shopDLM.com's monthly clubs. We now feature a Killer Brownie® Fan Club, DLM Artisan Bread of the Month Club, Olive Oil Club, and Taste a World of Cheese Club. In 2, 4, and 6 month increments, these are the gifts that honestly keep on giving.

ShopDLM.com didn't stop with just these new additions; stop by our website and view all of the additional holiday gift arrangements. Or, take a look at the collection of popular items found on our shelves—some of which can only be found in Dayton—that can go anywhere you need to go. Whether you see what you like on the website or need to put together a custom gift basket, we would be happy to work with your entire gift-giving list. Give us a call toll-free at (866) 748-1391 or shop online at www.shopDLM.com to simplify your holiday season.

Josh shopDLM.com Manager

Stores Closed Thanksgiving Day Thursday, November 24

All stores will close Thanksgiving Day so that our associates can spend the holiday with family or friends.

NOV 23 Washington Square and Springboro close at 11 p.m.
Oakwood closes at Midnight.

NOV 25 All three stores reopen at 6 a.m.

Just Great Foods

FROM A CONSCIOUS KITCHEN

We are pleased to announce our new line of healthy functional foods. Functional foods provide more than basic nutrition. They have bioactive food components that can potentially enhance health when eaten on a regular basis as part of a varied diet. They offer life essential vitamins and minerals, and also contain an array of phytochemicals (plant chemicals) that may fight certain diseases.

This line of food created by Robin Gentry McGee, CHHP, AADP, and produced by Dorothy Lane Market takes the traditional approach to healthy eating one step further. Some may remember Robin from her restaurant Just Great Foods, the area's first organic whole foods restaurant. Shortly after closing Just Great Foods, Robin's father suffered a very sudden traumatic brain injury. Becoming frustrated by what was being given to her father through his feeding tube and not being able to find an alternative, Robin created Liquid Hope™, an organic whole foods feeding tube formula. After seeing the dramatic change in her father's physical health, she became intrigued by the concept of utilizing food as medicine and set about to study what would change her career path and ultimately her life.

Robin has created this product line based on her passion and studies. Her line includes these 100% organic great tasting soups:

Beautiful Butternut

Sweet potato and ginger bisque (nourishing)

Glorious Greens

Kale, dandelion, and sweet potato bisque (purifying)

Lovely Lentil

Mildly spicy lentil and vegetable soup (vitality)

Mushroom Mantra

Curried shitake and chickpea soup (strengthening)

Rebecca Katz

Magic mineral broth (like an internal treatment)

Robin is very excited to be able to offer Rebecca Katz's broth as part of her line. Rebecca is the author of *One Bite at a Time* and *The Cancer Fighting Kitchen*, and she works closely with the national cancer community.

A line of entrées will follow shortly and Robin's Liquid Hope™ is available by special order through the Healthy Living department.

Joy Healthy Living Director





Cranberry Upside-Down Cake

SERVES 12 | PREP 20 MIN | COOK 1 HR 20 MIN

Recipe adapted from *www.finecooking.com* Fall 2007

Topped with tangy cranberries and a hint of orange in lieu of sweet pineapple, this recipe lends a distinctive flavor to an old fashioned upside-down cake. This cake would make a great addition to your holiday meal!

- ½ lb (1 cup) very soft unsalted butter,
- 1 Tbsp very soft unsalted butter for the pan
- 1 cup light brown sugar, firmly packed
- ¼ tsp DLM Ground Cinnamon
- ½ tsp orange zest, finely grated
- 2 cups cranberries, fresh or frozen (thawed, rinsed, and dried), at room temperature
- 1 cup granulated sugar
- 1 large egg yolk, at room temperature
- 2 large eggs, at room temperature
- 2/3 cup sour cream, at room temperature
- 1 tsp pure vanilla extract
- ½ tsp table salt

- 1¾ cups cake flour
- 1 tsp baking powder
- ¼ tsp baking soda

Position a rack in the lower third of the oven and heat the oven to 350° F. Lightly butter the bottom and sides of a 9 inch round cake pan with the tablespoon of extra butter. Make sure the sides of the cake pan are at least 2½ inches high.

Place 4 Tbsp butter in the buttered pan. Put the pan in the oven until the butter melts, about 5 minutes. Remove the pan from the oven and stir in the brown sugar, cinnamon, and orange zest until well combined. Spread the brown sugar mixture evenly over the bottom of the pan and spread the cranberries evenly over the sugar.

Put the remaining 12 Tbsp butter in a medium bowl. Using a wooden spoon, cream the butter with the granulated sugar and egg yolk until blended, about 20 seconds. Switch to a whisk and stir in the eggs one at a time. Whisk until the batter is smooth and the sugar begins to dissolve, about 30 seconds. Whisk in the sour cream, vanilla, and salt. Sift the cake flour, baking powder, and baking soda directly into the batter. Using the whisk, combine the ingredients until the mixture is smooth and free of lumps. Spread the batter evenly over the cranberry mixture in the cake pan.

Bake until the center of the cake springs back when gently touched and a skewer inserted in the center comes out with only moist crumbs clinging to it, 50 to 65 minutes. Set the pan on a rack to cool for 5 to 10 minutes (the cranberry syrup in the bottom of the pan will be too thick if you wait longer). Run a knife between the cake and sides of the pan. Invert the cake onto a serving plate and remove the pan. Let cool for at least another 15 minutes before serving.



Calories 380, Protein 3g, Carbohydrates 50g, Total Fat 19g, Sat Fat 12g, Fiber 1g, Cholesterol 100mg, Sodium 180mg

Jill Director of Customer Resources



Celebrate Tradition with the DLM Bakery

Like many of you, ever since I can remember my family has celebrated Thanksgiving Day at my grandmother's house. Walking into my grandmother's house on Thanksgiving and smelling all that wonderful food always brings back memories of my childhood. My mother, as well as my aunts, would rise early and begin cooking their designated dishes in order to contribute to the feast. There were, and still are, certain dishes that I can count on always being there at Thanksgiving. My Aunt Jeannie's creamy corn pudding; my mother's special homemade deviled eggs; and her baked green beans, which had simmered for hours with smoked bacon. Then there is my grandmother, who begins preparation weeks in advance, planning and working hard every year to make the mashed potatoes, turkey, and gravy to perfection; and of course, the pumpkin pie.

When I first began working at DLM, I was very bold to bring one of our pumpkin pies to our gathering (where no store-bought pie had ever crossed the threshold). Everyone complimented me on the smooth, melt-in-your-mouth pie, none of them (including my most discerning grandmother) believing that it was not made in my home. Our pies are made just like you would make them in your kitchen, with fresh eggs, real cream, and baked in an all-butter crust.

The DLM Bakery is proud to be a part of your family tradition by providing the highest quality, most delicious baked goods: from fresh **Grandma Tobias Pumpkin, Pecan, and Fruit Pies** (enjoyed by everyone, even Grandma!), to our moist, popular **Pumpkin Cheese Rolls**, and our **edible bread basket** centerpiece, complete with two dozen rolls. Let us join you in creating new traditions for your family this Thanksgiving!

Jennifer Bakery Manager, Washington Square

Beer & Cheese

ROCKMILL BREWERY

Recently we had the pleasure of tasting some of the most authentic, exciting, and complex organic beers that we've had for some time. With names like Saison, Dubbel, and Tripel in 750ml cork finish bottles, they have to be from Belgium, right? Wrong! We were so excited to find they are local from Lancaster, Ohio. The very talented brewmaster Matthew Barbee has come back to the family farm to produce small production organic beers modeled after the brews of Wallonia, Belgium. There are four beers available and all are in 750ml bottles to be enjoyed with friends, or to be corked and used over a day or two.

Witbier – Crisp, clean, refreshing body with a citrus bouquet. It is an organic wheat ale brewed with traditional Belgian spices, coriander, orange peel, and dry hopped with New Zealand Cascade.

Saison – A refreshing organic farmhouse ale, it is rustic and earthy with complex notes in the aroma and flavor.

Dubbel – An organic abbey ale with spicy German hops, Opal and Spalt Select, creating a fairly heavy brown ale with hints of dark fruits and malt.

Tripel – This organic golden ale is dry hopped with coriander and Belgian Saaz. Rich and full bodied with dried fruit and a delicate hoppiness in the nose.

SHEPHERD'S WAY FARMS

We are very excited to be developing a relationship with this family-run sheep's cheese dairy from rural Minnesota. Established in 1994 with a small flock of sheep. The farm, now run as a farmstead cheese dairy, has become one of the largest dairy flocks in the country and makes some of the best domestic sheep cheeses.

Big Woods Blue – A full-flavored blue cheese that blends the creaminess of sheep's milk with an open texture and spicy complex flavor.

Friesago – Semi-hard with a slightly nutty flavor that would pair perfectly with the ales from Rockmill Brewery.

Shepherd's Hope – A fresh, light cheese that is a multiple award winner. Perfect as a table cheese or for cooking.

Troul

Beer, Wine, & The DLM Cheese Shop Director



Gourmet Green Bean Casserole

SERVES 4–6 | PREP 25 MIN | COOK 15 MIN

Adapted from Alton Brown’s *Best Ever Green Bean Casserole*

- 2 Tbsp plus 1 tsp kosher salt, divided
- 1 pound fresh green beans, rinsed, trimmed, and halved
- 2 Tbsp unsalted butter
- 12 ounces mushrooms, trimmed, and cut into ½-inch pieces
- ½ tsp freshly ground black pepper
- 2 cloves garlic, minced
- ¼ tsp freshly ground nutmeg
- 2 Tbsp all-purpose flour
- 1 cup chicken broth
- 1 cup half-and-half
- 1¼ cup (one container) DLM Onion Straws*, divided

Preheat oven to 400°F. Prepare the beans: Bring a gallon of water and 2 Tbsp salt to a boil in an 8-quart saucepan. Add the beans and blanch for 5 minutes. Drain in a colander and immediately plunge the beans into a large bowl of ice water to stop the cooking. Drain and set aside.

Melt the butter in a 12-inch cast iron skillet set over medium-high heat. Add the mushrooms, 1 teaspoon salt and pepper, and cook, stirring occasionally, until the mushrooms begin to give up some of their liquid, approximately 4 to 5 minutes. Add the garlic and nutmeg, and continue to cook for another 1 to 2 minutes. Sprinkle the flour over the mixture and stir to combine. Cook for 1 minute. Add the broth and simmer for 1 minute. Decrease the heat to medium-low and add the half-and-half. Cook until the mixture thickens, stirring occasionally, approximately 6 to 8 minutes.

Remove from the heat and stir in ¾ cup of the DLM Onion Straws and all of the green beans. Place into the oven and bake until bubbly, approximately 15 minutes. During the last 3 minutes of baking, sprinkle the remaining ½ cup of DLM Onion Straws over the top of the beans. Remove and serve immediately.

*Located in our Gourmet Take Away department.



Calories 261, Protein 7g, Carbohydrates 19g, Fiber 4g, Total Fat 18g, Sat Fat 8g, Cholesterol 31mg, Sodium 2615mg



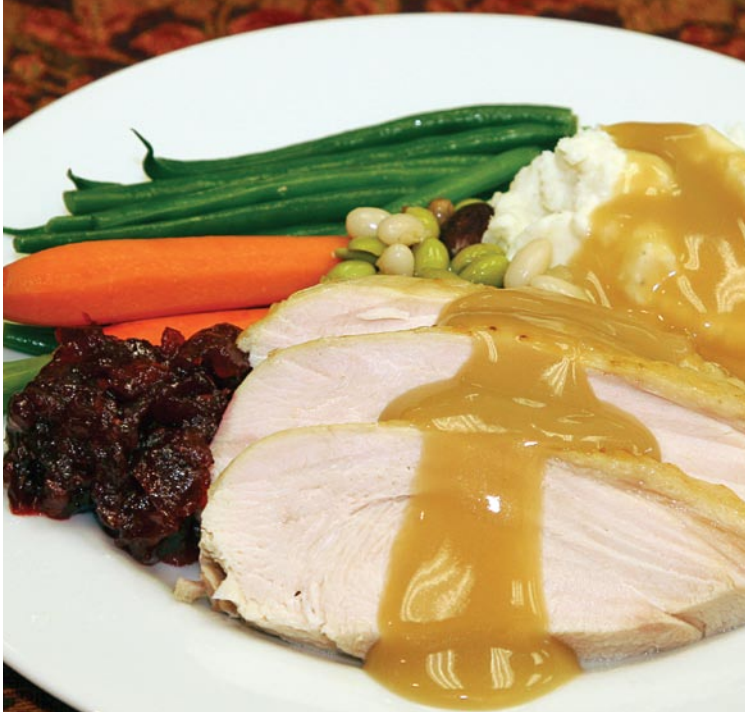
Purchase a sack to feed the hungry!

Items recommended by a local food bank.

Cashier will ring your donation at check-out; just ask!

“Thanks to @DorothyLaneMkt for the ingredients that made a great anniversary dinner. The steaks I got were outstanding.”

—Joseph Bauer, Ohio



We've Got You Covered!

All the components of a classic holiday dinner are at DLM, whether you are cooking from scratch or letting us help you out a bit. Together, we can help you create the Thanksgiving feast of your dreams!

Sometime the stress is not in the actual turkey, but in all the details. The list seems to get longer every year!

Our kitchens are really busy right now making real mashed potatoes made with whole cream and pure butter, home-style stuffing full of celery and onions, and let's not forget the cranberry-walnut relish! Our chefs slowly simmer turkey gravy (no lumps), roast root vegetables, steam green beans, and bake your favorite rolls. From the first bite of our homemade dips to the last bite of pumpkin pie, your Thanksgiving celebration will be the best tasting and most memorable dinner yet.

Check out our holiday menu next time you come in and forget about stressing out this holiday season! Don't be afraid to "talk turkey" with some of our knowledgeable associates. They can help you place a special order so you can leave your worries to us.

Sit back and enjoy your family—it's the best part of life!

Chef Carrie Corporate Chef



Preparing Your Fresh Turkey

We recommend a DLM Fresh Free-Range Turkey for your Thanksgiving meal. Follow these instructions to preserve its naturally tender and juicy gourmet flavor, and you will be on your way to the best turkey you have ever tasted.

Pre-Roasting Instructions:

- 1) Preheat oven to 325°F.
- 2) Remove turkey from plastic bag.
- 3) Remove giblets and neck from body and neck cavity.
- 4) Rinse turkey and pat dry.
- 5) Rub turkey liberally inside and out with salt and favorite spices.
- 6) Brush with butter or olive oil if desired.
- 7) Unstuffed turkeys tend to be more moist, so the preferred method is to cook the dressing in a separate pan.

Roasting Instructions:

- 1) Place turkey in a roasting pan.
Breast side up for best table presentation.
Breast side down for juiciest white meat.
- 2) Roast until turkey's internal temperature is 165°F (making sure that thermometer is not touching a bone).
- 3) Remove from oven, loosely tent with foil, and let rest for at least 20 minutes before carving.
- 4) If using a cooking bag, please follow the cooking bag instructions, and cook until an internal temperature of 165°F is reached.

Chef Carrie Corporate Chef

CHEF CARRIE'S TIPS

Chef Carrie shares her tips for cooking the perfect turkey on YouTube: <http://bit.ly/rouNpb> or just scan the QR Code.





“Fall” into the Holidays Floral Arrangement Class

November 19 • Noon and 2 p.m. • \$45

Ahh...the scents of the holiday season are upon us! Turkey roasting in the oven, grandma’s pumpkin pie, and the fresh scent of evergreens fill the air. Join us as we celebrate the holiday season with flowers and wine. Our floral experts Hannah and Casey will show you how to arrange a perfect centerpiece to decorate your Thanksgiving table. While making your arrangement, our wine diva Denise will pour you selected wines to try along with seasonal appetizers. This is a class you don’t want to miss! Register online at www.dorothylane.com or call Hannah at (937) 434-1294.

Hannah Floral Manager, Washington Square

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!



NOVEMBER CLUB DLM PRIZES

- 1) Half Heavenly Ham® (value \$50)
- 2) \$100 Gift Card to the Montgomery Inn
- 3) \$75 Gift Certificate for shopDLM.com

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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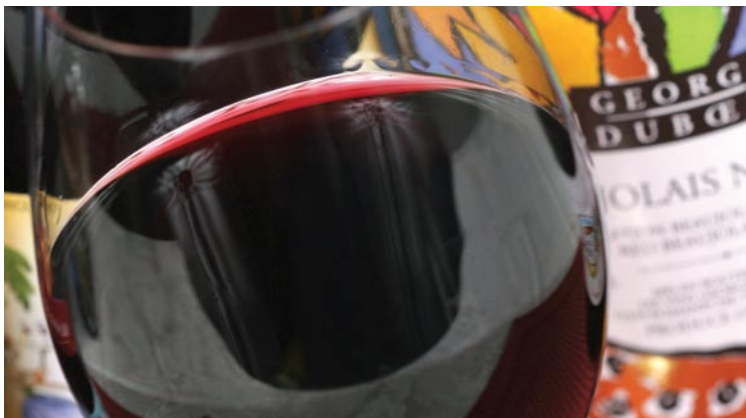
 www.dorothyane.com

 www.shopDLM.com

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ADDRESS SERVICE REQUESTED



November Means Nouveau

The coming of November brings about the incredible hype of Beaujolais Nouveau. Beaujolais Nouveau is the wine used to celebrate the harvest of the new vintage and has a singularly basic taste; a supple plummy freshness, very clean, and very refreshing. It is so fresh in character because Nouveau is packaged and shipped to arrive in retail shops around the globe on the third Thursday of November. This year, Dorothy Lane Market invites you to help us celebrate the wine harvest with the 2011 Beaujolais Nouveau arrivals. On November 17, all three stores will taste out a variety of these wines from noon-7 p.m. Join us in celebrating the recent vintage.


Todd Norman Wines are Perfect for Your DLM Free-Range Turkey!

Todd Norman 2009 Edna Valley Chardonnay

A DLM exclusive. This Edna Valley Chardonnay is made by the Chardonnay specialist, Brian Talley of Talley Vineyards. Lush and full of tropical fruit and melon, this Chardonnay has great body without being overly oily. An extremely food-friendly style and excellent example of what California can do with the varietal. \$25

Todd Norman 2009 Edna Valley Pinot Noir

We are proud to present this exclusive Pinot Noir, made for us by the venerable Talley family, who specialize in Burgundy varietals. Showing wonderful strawberry and rose petal in the nose and an abundance of fruit in the palate, it is perfect when paired with grilled salmon or stuffed mushrooms! \$25

 Beer, Wine, & The DLM Cheese Shop Director