

DOROTHY LANE MARKET

market report

SEPTEMBER 2011



The Path to Great Bread

I look forward to Sunday mornings. I grab the *New York Times* and head to the Meadowlark Restaurant for another totally satisfying brunch. After ordering, I make another attempt at solving the paper's impossibly hard crossword puzzle. When the food comes I know it will be good, not just because Wiley and company know how to cook, but because she uses ingredients that really make a difference; notably toasted Artisan Bread from the DLM Bakery. Waiting on a great meal at Rue Dumaine from the talented chef Anne Kearney is likewise eased with a nibble of slightly sour Farmhouse Bread that we make especially for Anne. While you and I may not have the ability to cook like these (Anne, for example, is a nationally recognized winner of the James Beard award) or other talented local chefs, we can eat great bread everyday.

Artisan bread is a hot topic these days in the food world. The idea is so appealing! Bread made by an experienced, hands-on craftsman with a passion for authenticity—where can I get it? If you were to believe all the advertising, artisan bread can be found most anywhere these days. In our view, you wouldn't expect artisan to be commonplace. Yet, so it is with marketing. To be fair, maybe I have an overly zealous view of authenticity. I think a chilled glass of inexpensive white table wine from California is a fine thing, but it's not the same as the town in eastern France whose unique clay soil produces some of the world's greatest Chardonnay: Chablis.

So what do we mean by artisan bread anyway? Let me answer by telling you how we bake bread here at DLM. Simply put, we produce our Artisan Bread completely from scratch right here, using traditional European methods. We use just a few base ingredi-

ents such as unbromated and unrefined flour, sea salt, and water. Depending on the bread, we add a small amount of yeast, and in some cases add no yeast at all. The traditional way we produce bread takes a lot of time. Our baguette, for example, requires sixteen hours to make from start to finish. Other breads such as **Farmhouse** and **San Francisco Sourdough** take even longer. This is because we allow slow development of the dough using a "mother dough," such as poolish, biga, or sourdough. After slow, natural fermentation, one of our expert bakers shapes the dough by hand, carefully making cuts for decoration and proper expansion, then places the loaf directly on the hot stone hearth of one of our huge European ovens. We inject steam to aid in developing its irresistible crust.

As you can imagine, the whole process requires a knowledgeable baker who can make adjustments on the fly depending on how the dough reacts any given day due to humidity, temperature, and other factors. Hearth baking requires great care to detail. Such bread baking is part art and part science. As Sabino, one of our Artisan bakers, said to me in Spanish it is made with *amor*. This, to us, is artisan bread.

If you want to eat great bread, made completely from scratch, never frozen, baked the very day you buy it...come to the DLM Bakery. You can tell great bread by its superior aroma, crust, and lingering flavor. You're still savoring it minutes after taking a bite. We're making some great breads these days ranging from the healthy, flavorful **Raisin Walnut** to our traditional **DLM Signature Round**, and a **Baguette** as good as any you would find in Paris. The path to true bread is simple. It's right here at your Dorothy Lane Market. Come and see us—enjoy life, eat great bread daily.

Colin VP of Food

SCAN THE QR CODE TO SEE OUR ARTISAN BAKERS IN ACTION! >



healthy living

The Truth about Diagnostic Testing

PRESENTED BY CATHY ROSENBAUM,

PHARMD, MBA, RPH, HOLISTIC

TUESDAY, SEPTEMBER 27 • 7-8:30 P.M.

\$10 • DLM SPRINGBORO COMMUNITY ROOM

Dr. Cathy Rosenbaum is a holistic clinical pharmacist, founder & CEO of Rx Integrative Solutions, Inc., and hosts a live call in radio show, *Health Talk*, on 1530 WCKY. She is the Clinical Effectiveness and Safety Officer at Bethesda North Hospital Pharmacy. Dr. Rosenbaum believes that prescriptions drugs are running our lives and there is a more sustainable path to health and healing through holistic alternatives.

Join Dr. Rosenbaum as she talks about iridology, electrodermal testing, hair analysis, anti-oxidant skinfold testing, and mercury testing.



Her discussion will include:

- Are these tests evidence based?
- Are these tests reproducible?
- Is there a place in preventative therapy for any/all of these tests alongside history and physical exam by traditional medicine doctors?
- What are the recommended interventions based on test results?
- What role does good nutrition play in wellness and healing?

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

Joy Healthy Living Director | [facebook.com/dlmhealthyliving](https://www.facebook.com/dlmhealthyliving)



SEP 10 • 3-4:30 p.m.
 Washington Square
 ca@dorothy-lane.com
[facebook.com/dlmglutenfreeclub](https://www.facebook.com/dlmglutenfreeclub)
 Guest: Mark Christian, AllerEnergy

honestly local



Honestly Local Featured Farmer: Sue Borton of Brickel Creek Organic Farm

To eat well and eat healthy, you don't have to travel far. There is a local farm supplying us with gorgeous basil, red raspberries, and the most beautiful kale we've ever seen, and all of it is organic. The farm, located outside of Jamestown, is called Brickel Creek Organic Farm.

Some of the local farmers who we deal with have legacies of generations in farming. Others are newer, but no less passionate. Take, for example, Sue Borton, owner of Brickel Creek. About nine years ago she volunteered at Cox Arboretum and quickly fell in love with gardening. She wanted to learn more, so she enrolled in classes and ultimately obtained her certification as Master Organic Gardener from The Ohio State University. Her energy and passion led her to take a huge step: buying nearly 70 acres of land of the old Brickel family estate, along with the farmhouse that was built in 1890.

Sue now has four distinct conservation areas on her land including woodlands and grasslands. And of course she carves out enough ground to grow organic fruits and vegetables. She also built some greenhouses on her estate to extend the growing season. This month, Sue plans to harvest more tomatoes and fresh herbs along with the produce mentioned above. Visit us often this month to buy Brickel Creek organic produce, and see how good local flavor tastes!

Calvin VP of Food

jo ann's recipe corner



As summer gives way to fall, come home from the Farmers' Market with a bumper crop of late-season vegetables at their freshest. Make a big pot of fresh soup to enjoy today or again tomorrow! This soup can be made with chicken or vegetable broth and for a change add some white, kidney, or black beans.

Farmers' Market Soup

SERVES 8 | PREP 40 MIN | TOTAL 70 MINUTES

- 1 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 2 carrots, diced
- 1 leek, white part only, diced
- 2 celery stalks, diced
- 2 garlic cloves, minced
- 1½ tsp fresh thyme
- 3 red potatoes, quartered
- 1 ear corn on the cob, husked
- 1 cup baby spinach
- ¼ tsp DLM Sea Salt
- ¼ tsp DLM Tellicherry Pepper
- 1 tsp red pepper flakes
- 9 cups chicken (low sodium) or vegetable broth
- 2 small zucchini, chopped
- 1 cup green beans
- ½ cup small tube pasta (ditalini)
- 2 plum or Italian tomatoes, deseeded and chopped

Basil Topping

- 1 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 1 cup fresh basil leaves
- 3 Tbsp Parmigiano-Reggiano cheese, grated
- ¼ tsp DLM Sea Salt
- ¼ tsp DLM Tellicherry Pepper

Place 1 Tbsp olive oil in a heavy-bottomed saucepan or stock pot. Once warm, add carrots, leek, and celery. Cook over medium heat for 5 minutes, stirring occasionally. Add garlic and thyme and continue to cook for 5 minutes. Add potatoes, corn, spinach, salt, pepper flakes, and black pepper; cook 3 minutes. Add broth, zucchini, green beans, pasta, and tomatoes to the saucepan; cook an additional 8 minutes. While soup is cooking, place the remaining oil, basil, cheese, salt, and pepper in a small food processor; blend until smooth. Swirl basil mixture into the soup just until combined and serve.



Per serving: 175 calories; 6g total fat; 2g saturated fat; 5mg cholesterol; 322mg sodium; 23g total carbohydrates; 8g protein; 2g dietary fiber

Jill — Director of Customer Resources

meat

DLM Local Beef

Dorothy Lane Market has partnered with several local farmers who are raising beef to our exact standards. These cattle are raised on a 100% grass diet with no antibiotics or added growth hormones, and have been locally grown and raised within 250 miles of Dayton. Grass-fed beef has less total fat, saturated fat, cholesterol, and calories. It is rich in many vitamins and health promoting fats including omega-3 fatty acids and CLA. Our DLM Grass-Fed Beef is sourced from:

grass-fed
BEEF

- CLARK FAMILY FARM — NEW CARLISLE
- HANNA FAMILY FARM — CEDARVILLE
- ORION ORGANICS FARMING — YELLOW SPRINGS
- BENSMAN FAMILY FARM — WAYNESVILLE
- CAMPBELL CATTLE CO. — CEDARVILLE
- DALE SCOTT FARM — NEW CARLISLE

Jack — VP of Meat & Seafood

Honestly Local Challenge

Write an essay, keep a journal, or write a blog post about your local food experience during the month of September. Bring in a copy or share a link to your post with us and you will be entered for a chance to win a \$50 DLM gift card.



honestly local.

A Very Gridley Vacation

Just ask any child of the many “foodies” we have at DLM what a family vacation involves. You will learn that the trip to Florida involved stopping at several food stores in the Atlanta area, and the trip to Lake Erie was punctuated with a few stops at the orchards dotting the shorelines. Kids, want to go to San Francisco and see the Golden Gate Bridge? First, we have to make a stop at Ghirardelli Chocolate, Fisherman’s Wharf, and the wine country before we go to “Walley World”.

This is the reason why my wife looked at me like I was Clark Grizwold from *National Lampoon’s Vacation* when I announced

that we would be making this year’s vacation, a life long dream trip of mine, to Alaska. We both came away amazed by the vast expanse of land, beautiful scenery, never-ending glaciers, and abundant wildlife. And since fishing is such a huge part of Alaska, it only seemed fair that we spend a few days visiting with some of the fisherman that supply DLM with our wonderful supply of **Wild Alaska Salmon**.

We met up with Greg Favretto, owner of Favco Seafood, in Anchorage,

Alaska. Greg has put together a quality-focused program with a simple goal: get the very best quality fish to the customer in the shortest amount of time. Sounds like a simple mission, but it all starts long before that first fish is caught. Favco has put together or found fishing co-ops made up by small fishing families that are dedicated to producing a superior product. These fish are caught by gillnetting, or set netting, which involves laying a net wall in the path of fish migrating to their spawning rivers of birth. The nets are continuously checked while in the water and the fish are quickly removed, gilled, and put on ice. The fish are picked up daily from the co-op members and sent overnight to Anchorage where they are filleted and shipped overnight to our stores. I had the wonderful opportunity to get to visit with some

of these wonderful folks. You can only get to most of these spots by water or air, so that shows you they are off the beaten path!

Fishing the waters of Kachemak Bay off the Cook Inlet for more than 30 years is Dave Chartier. Dave and his sons have provided DLM customers with fantastic **King, Sockeye, and Coho** salmon caught, handled, and processed under some of the best conditions, even though the weather in which they fished may not have been. We endured that first hand in the hour boat ride to their fishing site! Before I could ask Dave the first question, he asked me one which I thought was truly remarkable. His question to me was, “Do the customers back in Dayton appreciate the care and handling we give these fish?” When I assured him that our DLM customers know an “**Honestly Better**” product when they see it and taste it, he was fulfilled and a very happy man. We all need feedback on what we do in life, and Dave was no exception.



From net to the table in less than 48 hours! Dave Chartier puts freshly caught salmon into Jack’s DLM reusable bag.

Fall is upon us and the last species of wild salmon running is the Coho Salmon.

These beautiful, fat fish are in the prime of life and have an excellent fat content making them perfect for grilling or smoking. The delicate texture and wonderful orange-red color of the cooked salmon is a wonderful addition to the fall plate. Thanks to the care and attention Dave Chartier and other wonderful fisherman give these fish, we can enjoy this wonderful catch right here in Dayton, Ohio. For that we send a big Thank You!

As a side note, my wife can now name all five species of wild Alaskan salmon and can tell the difference between a purse seiner and a bowpicker fishing boat. I couldn’t be more proud.

Jack VP of Meat & Seafood

school of cooking



I really prefer a salty snack over a sweet one. These are my favorite roasted nuts—they are so addicting. The addition of the fresh rosemary really adds to the flavor. Enjoy with a nice, cold glass of your favorite beer!

Roasted Mixed Nuts

SERVES 5 | PREP TIME 10 MINS

- 2 1/4 cups assorted mixed nuts (raw, unsalted)
- 2 Tbsp fresh rosemary leaves, chopped
- 1 tsp DLM Cayenne Pepper
- 2 tsp dark brown sugar
- 1 Tbsp DLM Sea Salt
- 1 Tbsp unsalted butter, melted

Preheat oven to 350°F. Spread nuts out on a baking sheet and toast in the oven until light golden brown. Don't over roast them. The minute you smell the nuts, they are done. (Approximately 8–10 minutes). In a large bowl, combine the remaining ingredients. Thoroughly toss the toasted nuts in the mixture. Serve warm or at room temperature.



Calories 224, Protein 10g, Carbs 7g, Fiber 3g, Total Fat 19g, Sat Fat 3g, Cholesterol 3mg, Sodium 1542mg

Cathy School of Cooking Director

grocery



New! DLM 100% Pure Maple Syrup

The weather is changing to cooler nights and eventually cooler days, bringing thoughts of fall-time eating, including pancakes dripping with real maple syrup—we couldn't be happier! Just in time, look for the latest in our lineup of Dorothy Lane Market quality products in mid September: DLM 100% Pure Maple Syrup.

We are so excited about our new syrup because it is entirely natural, 100% pure, and has lip-smacking, perfect maple sweetness. It is produced entirely from American maples by a third generation family producer in Wisconsin, the Anderson family.

The patriarch of the family, Paul Anderson, began tapping the trees and making just enough syrup for his family and neighbors to enjoy way back in the 1920s. He used metal buckets and spouts to collect the sap, then, like right out of a Norman Rockwell painting, would use a horse and sleigh to carry the sap to the sugarhouse where he boiled it down to make his sweet maple syrup. Today, you won't find a bucket hanging on the Anderson family's maples—Steve Anderson uses a tree-friendly tubing system that vacuum pumps sap directly to the sugarhouse where they cook and bottle the syrup.

Our new syrup is so good you will want to use it for more than just pancakes or waffles. Drizzle it over DLM Madagascar Vanilla Gelato, add it to your tea or coffee, or stir it in a milkshake. Or, use it in baking—such as with squashes, sweet potatoes, and baked apples.



Calin VP of Food



Goose Island Brews Paired with Great Cheeses

Goose Island Brewpub was founded in 1988 in Chicago as a way of providing the then-novel experience of enjoying a wide variety of beer produced on site which you could see, and pairing those beers with food. While there is a large number of these beers you might be familiar with from the classic line, such as Honker's Ale, India Pale Ale, and 312 Urban Wheat Ale, it is the beer from the Vintage selection that pair so beautifully with food—particularly great cheese.

Goose Island Matilda

A wonderfully dry and flavorful Belgian-style pale ale from this midwest brewery that has a slightly fruity aroma and a spicy yeast flavor unique on the finish. A beer that will only get better with age, it complements fresh mussels and pairs well with Saint Angel or a washed rind cheese such as Saint Paulin.

Saint Angel

Saint Angel is a triple-cream cheese made from pasteurized cow's milk collected in Massif du Pilat (Rhône-Alpes region). The cheese is square, with a bloomy rind and smooth, creamy paste. It has an ultra-silky, smooth, and creamy texture as a result of the ultra filtration process known in Fromager d'Affinois cheeses.

Saint Paulin

Saint Paulin was originally invented by Trappist monks during the 19th century at the abbey of Notre-Dame du Port-du-Salut in Entrammes. A semi-soft cheese that is easily recognized by its orange rind, it is rather mild and sweet in flavor with a smooth and velvety texture.

Goose Island Sofie

A "Champagne" colored Belgian-style Farmhouse Ale, this is a wonderfully refreshing beer fermented with wild yeasts and aged in wine barrels with orange peel. This method lends a hint of subtle, spicy white pepper with a hint of orange and creamy vanilla. Much like a Belgian Saison, Sofie pairs really well with oysters, Brie de Meaux, or Reny Picot.

Brie de Meaux

The greatest of the French Bries made just outside of Paris since the 8th century. Very smooth and creamy cow's milk cheese with a slight mushroom tone. Wonderful over one of our French Baguettes. Pairs perfectly with fresh fruit such as apples, pears, and grapes.

Goose Island Pere Jacques

Looking for a full-bodied drink as an alternative to vintage port? This Belgian-style Abbey Ale is full of malt and Belgian yeast creating intense flavors which complement bittersweet chocolate, wild game, or cheese such as Reny Picot Smoked Gouda or Huntsman Stilton.

Reny Picot Smoked Gouda

This locally produced Gouda is made from whole, unpasteurized cow's milk and is naturally smoked. A very fresh flavor in comparison to processed Dutch smoked Gouda. It is great with fresh fruit, on a turkey sandwich, and it melts well, too.

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



"We recently relocated here from NW Ohio. We love DLM, it is the most unique store I have had the pleasure of being in. We had exactly two choices to shop where we lived before, so it is so refreshing being able to find your unique and fresh items! Thank you for being in Springboro!"

—Dee Beavers, Springboro



CHEESES OF THE WORLD

SEPT 15 • 7–9 p.m. • \$25 • DLM SPRINGBORO

TICKETS AVAILABLE AT ALL THREE DLMS OR
ONLINE AT WWW.DOROTHYLANE.COM

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

SEPTEMBER CLUB DLM PRIZES

- 1) \$50 Gift Certificate for any Jewelry Purchase at Centerville Coin and Jewelry
- 2) \$100 Gift Card to the Montgomery Inn
- 3) DLM Sweetest Day 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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SEPTEMBER COOKOUTS

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



**Beeler's Bratwurst
Cookout**

FRIDAY SATURDAY
9 10

11 a.m.– 6 p.m.



**Smoked Baby
Back Ribs**

FEATURING OUR CHILE ROASTER!

FRIDAY SATURDAY
16 17

Springboro • 11 a.m.– 6 p.m.



**Smoked Baby
Back Ribs**

FEATURING OUR CHILE ROASTER!

FRIDAY SATURDAY
23 24

Washington Square • 11 a.m.– 6 p.m.