

DOROTHY LANE MARKET

TABLE

DOROTHYLANE.COM • JANUARY 2023



A Kurobuta Kickoff
NEW CUTS & RECIPES
FOR THE NEW YEAR!



Serving Great Food Traditions Since 1948

As we enter our 75th year, the word "fun" comes to mind as I look back. I know that "fun" doesn't sound very business-like, but the truth is that it doesn't feel like 75 years at all. I'm grateful for the wonderful people who have been a part of the journey—my entire family, DLM associates, our vendors, and the community of customers who make it all possible. Together, we've not only served up great food traditions, but we've had a lot of fun doing it along the way. We've always tried to create faster than the competition can steal. As a result, we try things that others won't, and that leads to not only unique promotions and business practices, but items like the Killer Brownie® and our killer strategy to develop signature favorites in every aisle and department. Our endless quest to innovate breeds excitement.

But the awe of the grocery industry for me started when I was just a young boy. Some of my earliest memories were at the market with my mother and father, Calvin D. and Vera Jane Mayne. It filled me with wonder to see 100 lb sacks of potatoes and towering crates of cantaloupe. I vividly recall the knife that my dad used to cut the bananas off the stalks. The blade was curved and to a kid, it looked like an eagle's beak. Every Thursday morning, my dad would get in the car and drive by other markets to see the posters being hung that featured new weekly ad items. If the competition had Folgers Coffee on sale for 49¢ per lb, he'd hurry back to our store and lower the price to 39¢ per lb.

That spark of excitement carries on with folks who also love DLM dearly, like my family and our fellow associates, including multiple generations who have worked side-by-side over the years. As we celebrate our 75th anniversary, we are looking back on our history and we also are looking forward toward a future that is very bright. I am grateful for our world-class associates and the great care that they extend to our customers, our friends. As the year progresses, keep an eye out here for more updates and memories shared from leaders in our company and my family.

Norman



A LOOK BACK At a Glance

1941 Calvin D. Mayne worked in the wholesale produce business in Dayton, Ohio.

1941 Calvin began courting widow Vera Jane Pacey who owned a small fruit stand at the Central Market House. The two were married later that year.

1942 Calvin deployed to Japan with the U.S. Army, eventually holding the rank of Captain, Military Intelligence.

1944 Calvin & Vera Mayne's son Norman is born. Calvin goes into business with Tom Hildebrand to open M&H Liberty Market.

1947 Calvin befriends Frank Sakada and the two begin conversations about opening a store together.

1948 On August 12, Calvin & Frank open the doors to Dorothy Lane Market, a fruit stand at the corner of Far Hills and Dorothy Lane.

1948 Calvin dissolves partnership at M&H Liberty Market.

1949 Vera closes her fruit stand at the Central Market House.



"My dad was kind and generous, sometimes to a fault," Norman Mayne recalls of his father Calvin, D. Mayne, who founded Dorothy Lane Market. "He always looked out for others' welfare." When DLM first opened, it was a wooden lean-to style building with two part-time associates.



Vera Jane Mayne was a hard-working widow with four daughters. She persevered, working the night shift at Frigidaire and running a booth at the Central Market House in downtown Dayton. Each daughter would take a turn waking up at 4 a.m. to get to the market in time to help set up before school. It was at the Central Market House that she met Calvin D. Mayne, an entrepreneur in the wholesale fruit and vegetable business. The two married in 1941. When DLM first opened its doors in 1948, Vera's youngest daughter Mary (Pacey) Hieb rang up the first order.



Frank Sakada, Left, and Calvin D. Mayne.

DID YOU KNOW

One of the first associates in the late 1940s was a gentleman named Mendle. He worked the night shift and would look after the store. When a fire hit the building adjacent to DLM in 1951, it's because of Mendle's swift action that DLM did not suffer more damage. When DLM relocated in 1953, Mendle set up an apartment in the basement of the Oakwood store and was the watchman, working at DLM for many years until he retired. "Mendle was around much of my life," recalls Norman.

New Sushi Bento Box

Healthy eating has never been so vibrant and delicious as it is with our new Sushi Bento Boxes! Our Sushi Station here at Dorothy Lane Market has garnered quite the reputation for its restaurant-quality sushi prepared by each store's Sushi Chefs who are masters of their craft. The New Year is the perfect time to unveil these Bento Boxes that are filled with fresh food!

Traditional to Bento Boxes, these are pre-packed in an all-in-one compartmentalized container that makes to-go oh-so-easy and enjoyable. In each, you'll find a cooked item, such as Chicken Teriyaki, Salmon Teriyaki, or Eel Teriyaki. In another section of the box, we'll include a raw sushi item, like a salmon or tuna roll, Nigiri, Sashimi, or a combination. Then, we'll also include shrimp tempura or Japanese Gyoza, as well as a garnish of some type. True to a Bento Box experience, there is a small green-leaf salad nestled in its own compartment as well. "Bento Boxes are a lunch staple in Japan. It's a very creative box that we make. We can customize if a customer wants to place an order, but we have some featured options ready to go," says Christine Lim, DLM Sushi manager.

As with any sushi item, they are crafted with precision and technique by our Sushi Chefs. The ingredients are nothing but the best, from sushi grade fish sourced by the meticulous standards of our Seafood department, to other proteins that are lifetime free of antibiotics and added hormones. When it comes to the rice, it's important to use fresh premium-grade sushi rice, so it's made multiple times a day. Introducing Bento Boxes makes perfect sense as an extension of our mission to fuel sushi appetites everywhere.

"Bento boxes are a lunch staple in Japan. It's a very creative box that we make."

Christine Lim, DLM Sushi manager



Local Grain Movement The Farmer & The Baker Working Together.

Going backward in order to move forward has always been a part of the DLM Difference. This is especially the case with our local grain program. My career at DLM began in 2014 on our Artisan Bread team, and although I knew I had joined a company that prides itself on supporting local farmers, I never expected that it would pertain to anything we do in the DLM Bakehouse. Fast forward to today.

We aren't just dabbling in local grain; we're in the midst of a local grain movement that's growing, and it's an exciting journey for the farmers and bakers alike. It's worth noting, though, that creating bread from local grains presents unique challenges to us as bakers. These locally grown grains and flours behave in completely different ways, causing conventional wisdom to often go out the window. >>> CONTINUED ON PAGE 6



The DLM Bakehouse is partnering with local farmers Jon Branstrator, left, as well as Danny Jones, right. These local farmers work closely with our DLM Bakehouse, including Greg Tyzzer, DLM Bakehouse Manager.



The results can also vary from year to year depending on the crop, as conventional flours are often blended to achieve more consistent results when it comes to things like strength, taste, and the consistency of the flours itself. However, our cadre of DLM bakers are passionate about rising to the challenge, which is ultimately part of what we do here. This gives us an advantage. As we add more grains to our arsenal, we are able to make our own blends and varieties of products, giving us an entirely new palate of flavors to work with. We are now part of an organization called the Artisan Grain Collaborative, which is a network across the Midwest that links farmers, bakers, brewers, and maltsters throughout the entire region. However, to understand where we are today, it's important to look back at how it started for us here at DLM.

LOOKING BACK TO MOVE FORWARD

By now, you are probably familiar with the story of our Turkey Red Wheat, which began several years ago when area farmers Danny Jones, Edward Hill, and Dale Friesen joined together to grow this challenging hard winter wheat on Ohio soil. Turkey Red Wheat is a heritage grain with deep roots to Dale's ancestors. Ed frequently visits us at the Bakehouse and we spend our time discussing all forms of grains that are able to thrive in Ohio's finicky climate. In the beginning of these conversations, Ed would often ask in a suggestive way: "So, what is it that you want to do with these local and heritage grains?" For a long time I didn't have an answer, but was fascinated nonetheless.



sembles chocolate cake in texture. With each clump that he pulls, he is proud to find an earthworm, a good sign of healthy soil.

We're currently using flaked Rye Berries grown by Jon in our DLM Artisan Farmhouse

Something clicked this past June when we visited the 50-acre field of Turkey Red Wheat during harvest and I suddenly realized I had an answer for Ed. There was something very surreal about standing in the field of wheat on Danny's farm that my team and I would be baking bread out of in a matter of weeks. Then, in August I attended a seminar called "Grain School" at Agraria Research Center for Regenerative Practices in Yellow Springs. The event focused on rebuilding Ohio's grain shed and networking potential collaborators. I saw the big picture and realized it was something I wanted our Bakehouse to be a part of even more. This is also where I met Jon Branstrator, and the next link in our local grain program was formed.

MAKING A MOVEMENT

We're excited to expand our breadth of local grain products via a partnership with area farmer Jon Branstrator, who has roughly 175 acres in Clarksville, Ohio. Jon has been a friend to DLM for many years, growing produce in years past. Recently, he has switched to growing heritage varieties of wheat, rye, spelt, and even buckwheat. A heritage grain is special in the sense that it has been crossbred with other grasses but not commercialized. Jon really focuses on soil science as well, using a no-till method. "It is best to let Mother Nature do what she was intended to do," Jon says holding a small shovel full of soil that re-

"Although the flour yielded from locally grown heritage and ancient grains presents unique challenges to both the farmer and baker, we're all figuring it out together."

Bread, which adds a boost in enzymatic activity, giving our Farmhouse its uniquely sour flavor. We also use his Red Fife flour in our DLM Artisan Classic 10-Grain Bread. With Jon's enthusiasm, appreciation of the land, and knowledge of heritage grains, we are excited to expand our offering.

A LOCAL NETWORK

On a foggy morning, Danny, who farms our Turkey Red Wheat, meets me and Scott Fox, our VP of Bakery, on Jon's farm. "We learn from each other," Danny says, and we spend our time talking about everything from the weather and soil health to milling equipment and harvest. Although the flour yielded from locally grown heritage and ancient grains presents unique challenges to both the farmer and baker, we're all figuring it out together. I think that is one of

the things about this project that is extremely rewarding.

For example, sometimes there are things within our control to adjust at the milling stage, like the amount of bran in the flour. Too much bran can inhibit the production of carbon dioxide in dough, affecting its overall rise and strength. If this happens, Danny will make adjustments to the Turkey Red flour as we go, which is certainly an advantage over using conventional flours that just come in as-is.

This year is going to be a big one for our local grain program. We're all very excited to continue bringing local grain growers into the DLM family, as well as bake with our offering from Jon, Danny, Ed, and Dale. We have several local grain projects in the works, and are looking forward to bringing more local breads to your table.

 DLM Bakehouse Manager



NEW KUROBUTA CUTS ADDED TO OUR LINE OF THIS HERITAGE PORK

Heritage breeds are specially raised and heralded for their intensely flavorful meat and beautiful marbling of fat that melts into the meat when cooked. In the realm of haute Japanese proteins, Wagyu beef, Jidori chicken, and Kurobuta pork reign supreme. But you don't have to travel to the Far East to experience some of the best pork in the world. Kurobuta, or "black hog" pork, comes from the famed Berkshire pig. Hence, Berkshire and Kurobuta are interchangeable terms.

Ever had a leathery, dry pork chop or tenderloin where you don't have enough saliva to swallow? The heritage breeds have maintained the flavorful fat that keeps the meat juicy and tender, resulting in a more premium product and succulent bite.

Kurobuta pork has more consistent marbling integrated throughout allowing the cut to cook evenly and quickly, while remaining juicy, tender, and most importantly—full of flavor. We often hear after someone tries it for the first time that it's the best pork they've ever had.

For years, we've had the Kurobuta Pork Chop in our service case and it has been a great addition to our already fantastic selection. We recently decided to add more variety in cuts of this Berkshire breed to sell, so if you love the Kurobuta Pork Chop, you're in for a treat! Look for the Kurobuta Coppa Roast, which makes fantastic pulled pork, and you've gotta try the Kurobuta Coppa Steak and Kurobuta Short Ribs, too. Winter braising has never been so good. You'll also want to take note of our new Berkshire Ground Pork, Berkshire Bacon, and Berkshire Hot Dogs as additional ways to tap into the Kurobuta craze.

Drew | Executive Director Meat, Seafood,
Prepared Foods, & Sushi

Cooking With Kurobuta



Thai-Style Kurobuta Drunken Noodles

2 SERVINGS

- 8 oz wide rice noodle (try Taste of Thai Fettuccine Noodles)
- 6 garlic cloves, minced
- 2 serrano chiles, minced
- 2 Tbsp oyster sauce
- 2 tsp soy sauce
- 2 tsp fish sauce (try Red Boat)

Soak dried noodles in warm water for 20-30 minutes or until limp. Drain and set aside until ready to stir-fry. With your knife or a mortar and pestle, smash the garlic cloves and add to the chiles until a coarse paste forms. In a small bowl mix the oyster sauce, soy sauce, fish sauce, and white vinegar.

In a heavy-bottomed pan or wok, heat the oil and briefly sauté the garlic and chili paste mixture. Add Berkshire Ground Pork and stir-fry for a minute or two, then add the bok choy. Continue to cook for another 2-3 minutes or until pork is cooked and greens begin to wilt.

Add prepared noodles, sauce, and toss to coat and cook. Add additional water if needed to help keep stir-fry a little loose. The noodles will start to absorb the sauce. Cook for 3-4 more minutes or until noodles are soft. Add the basil and toss again until just wilted. Serve hot.

Kurobuta Pork Chops With Herbs & Peanuts

2 SERVINGS

- 2 Kurobuta Pork Chops
- ½ cup or more This Little Goat went to Southeast Asia Everything Sauce
- 1-2 Tbsp vegetable oil
- ½ cup mixed herbs like mint, basil, and cilantro, chopped
- ¼ cup peanuts, chopped
- Squeeze of fresh lime

Place chops in a dish and marinate with sauce for at least 15 minutes or up to 2 hours. Preheat the grill or your broiler to high. Remove chops from marinade and brush lightly with a little oil. Grill or broil about 3 to 4 minutes per side until medium-rare (145°F internal temp) or not much past medium (150°F internal temp). Let rest for a couple of minutes before cutting. Top with fresh herbs, peanuts, and a squeeze of fresh lime. Serve with additional sauce if desired.



Kho Braised Kurobuta Coppa Roast

4-6 SERVINGS

- 1 (3-4 lb) Kurobuta Coppa Roast
- Salt and pepper to taste
- 2 Tbsp vegetable or peanut oil
- 1 bottle (11.8 oz) of Red Boat Kho Sauce
- 1 cup water

Season the roast with salt and pepper. In a medium pot, heat oil and brown roast over medium-high heat until browned all over. Remove from pot and set aside briefly. Add the entire bottle of Kho sauce and water to pot. Heat and stir until well-mixed. Add the roast back to pot and braise over low heat or in a preheated oven (325°F) until tender, about 45 minutes to 1 hour. Remove roast from pan and let rest. Bring sauce back over heat and simmer until sauce thickens. Serve over sliced roast. Excellent with steamed rice!

BACONFEST BLITZ

THE 2023 BACONFEST PLAYBOOK

Football is in full swing and there's no better time to huddle up with bacon on your plate! We're talking about DLM Uncured Bacon that is lifetime free of antibiotics and contains no nitrates or nitrites. We all know the tantalizing aroma that cooking bacon creates, and it's inspired us to draft an entire playbook of BaconFest creations. During BaconFest, we'll be sizzling with bacon for every pass, run, tackle, field goal, and touchdown. Get ready for the BaconFest Blitz!

Drew

Executive Director Meat, Seafood,
Prepared Foods, & Sushi

BAKERY

- Maple Bacon Baby Cake
- Bacon Cheddar Pull-Apart Bread
- Bourbon Salted Chocolate Bacon
- Maple Bacon Donut
- Pig Macaron with Caramel Bacon Pecan Filling
- Heavenly Ham® Scone

DLM COFFEE BAR

- Smoked Maple "Bacon" Latte

GROCERY

- Seasonal Selections Bacon Salsa
- Rooted Grounds Pig Roast Coffee
- Terrapin Ridge Bacon Jams & Dips
- Stonewall Kitchen Bacon Jams, Dips, Aioli, & Sauces

PRODUCE

- Bacon & Cheddar Stuffed Portobello Mushroom

GOURMET TAKEAWAY

- "The Works" Stuffed Potato
- Bacon-Fried Corn
- Cauliflower Suisse

DELI

- Crunchy Bacon Coleslaw
- Pine Club Pasta Salad
- Bacon Ranch Cheeseball
- #12 DLM BLT (Sandwich Station)

SEAFOOD

- Bacon-Wrapped Sea Scallops
- Bacon Cajun Tilapia

THE DLM CHEESE SHOP

- Cabot Smoky Bacon Cheddar
- BLT Cheese Spread
- Eat This Yum! Uncured Bacon Marmalade

MEAT

- Pig in a Pepper
- When Pigs Fly
- 50/50 Gourmet Burger
- Bacon Cheddar Gourmet Burger
- Black 'n Bleu Gourmet Burger
- Cajun Bacon Sausage
- Faggotini di Pollo

SUSHI

- Bacon Roll
- Shrimp Tempura Bacon Roll

○ Don't forget The BACON:

- DLM Uncured or Thick Slice, Maple Leaf Duck Bacon, Beeler's British Back Bacon, Nueske's Smoked Bacon and Canadian Bacon, Fresh Side Bacon, North Country Charcuterie Coffee Bacon, Tender Belly Dry-Rub Uncured Bacon, and more!

HUDDLE UP! Add bacon for FREE to any order January 18-31, at Jack's Grill, Naples-Style Pizza Station, and the Sandwich Station.



Chicken Bacon Sliders

MAKES 12 SERVINGS

INGREDIENTS

- 1 (12-ct package) DLM Aloha or King's Hawaiian Sweet Rolls
- ¾ lb cooked DLM Chicken, (try DLM Smoked Chicken from our Meat department or DLM Grilled & Marinated Italian Chicken Breast in our Gourmet Takeaway case)
- DLM Original Barbecue Sauce
- 6 slices Pepper Jack cheese
- 12 slices cooked DLM Uncured Bacon
- Fried onions (like Lars Own or French's Crispy Fried Onions)

INSTRUCTIONS

Preheat oven to 350°F. Split the buns in half lengthwise. Evenly distribute the chicken over the bottom half of the rolls. Brush top with BBQ sauce. Top with slices of cheese, cooked bacon, and a scattering of fried onions. Close slider buns. Wrap loosely in foil and heat until sandwich is hot and cheese is melted, about 15-20 minutes. Serve with DLM Kettle Cooked Potato Chips and our Buffalo Potato Salad.



SAVOR A CULINARY EXPERIENCE

Now Enrolling Winter & Spring Classes

All of our classes feature carefully curated menus that are centered around sharing great food with good company.

DOROTHYLANE.COM/CLASSES



COMFORT DELIVERED *GRILLED CHEESE KITS*

Explore our creative take on the ultimate comfort food with featured Grilled Cheese Kits that ship nationwide!

DOROTHY LANE MARKET | (866) 748-1391
•established 1948. | DorothyLane.com



DOROTHY LANE MARKET

6135 Far Hills Ave. Dayton, OH 45459

DorothyLane.com

ADDRESS SERVICE REQUESTED

\$38,046
WORTH OF PRODUCTS DONATED TO
LOCAL FOOD BANKS IN NOVEMBER



Pick Your 2023 Non-Profit

ENROLL YOUR 2023 SELECTION* NOW:

in stores or at DorothyLane.com/GoodNeighbor

**Please note that your selection from the previous year does not automatically carry over.*

Created by Vera Jane Mayne, former President of DLM and wife of DLM founder Calvin Mayne, the DLM Good Neighbor Program gives back to our local community.

Club DLM members choose a non-profit organization they'd like to have credited with a percentage of their purchases. At the end of the year, DLM distributes a donation amongst participating non-profits.