

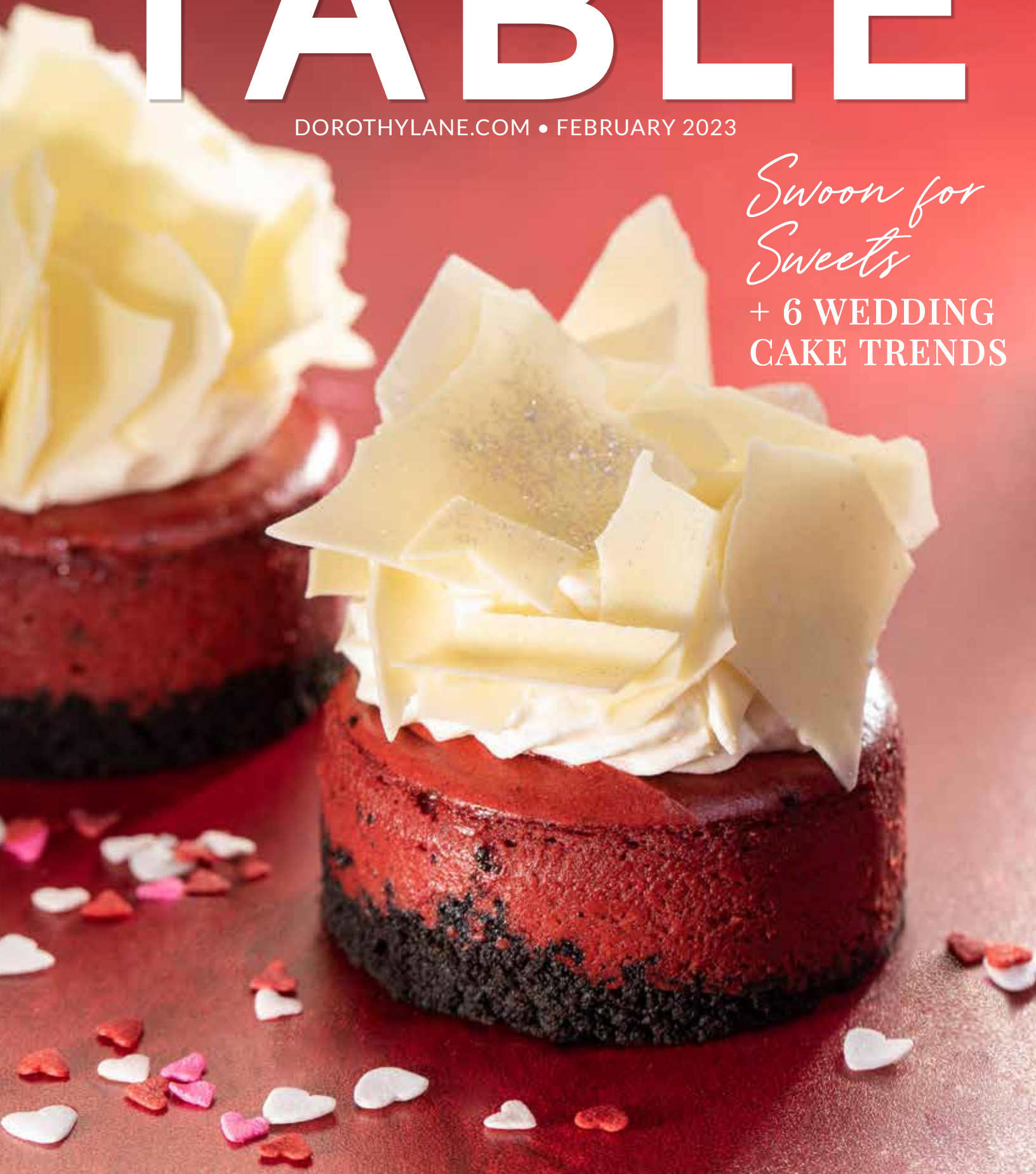
DOROTHY LANE MARKET

TABLE

DOROTHYLANE.COM • FEBRUARY 2023

*Swoon for
Sweets*

+ 6 WEDDING
CAKE TRENDS



ANNIVERSARY Edition



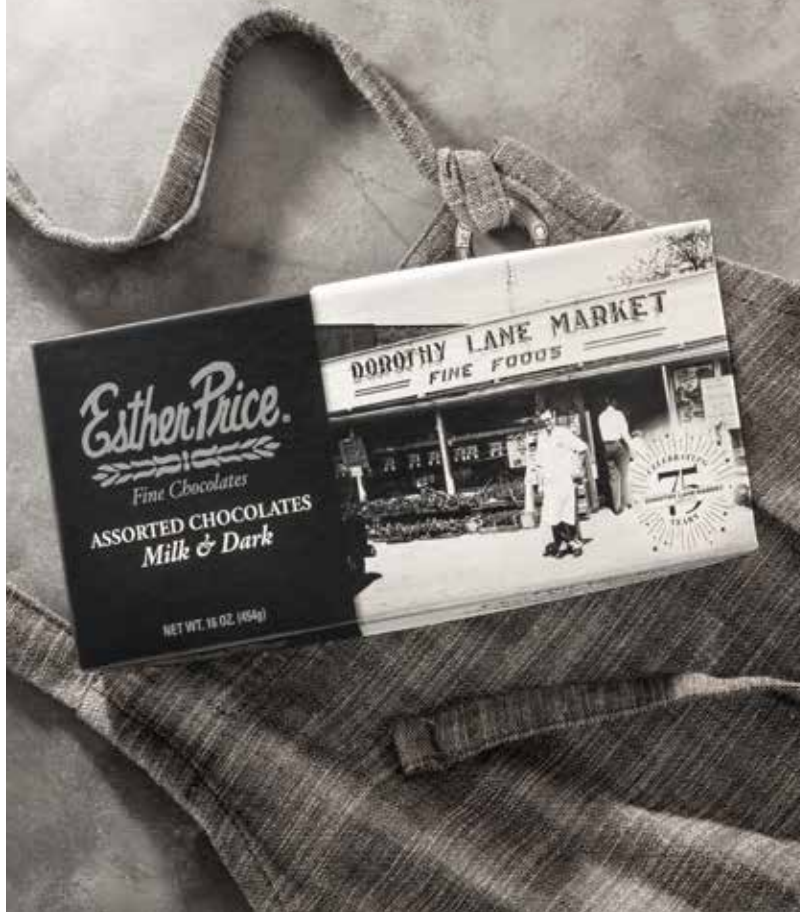
COMMEMORATIVE
ESTHER PRICE
CHOCOLATES

The food business is a humble one, and those in it strive to make people happy. Here at Dorothy Lane Market we've been doing that for 75 years, and we are proud to carry the products of many other local brands; one being the iconic Esther Price Fine Chocolates with a rich history and their own milestone anniversary of 100 years on the horizon. It's with great enthusiasm that we collaborated together to unveil this special edition box packed with Esther Price assorted chocolates to commemorate our 75th anniversary. The box features a photo of DLM founder Calvin D. Mayne standing outside the original Dorothy Lane Market in 1948.

A big part of our mission here at DLM is to make our customers happy. In talking to Doug Dressman, Esther Price president, and Todd Summers, vice president, they are driven in a similar way. "Candy equals joy," says Todd. As we dive deeper into this collaboration, it becomes clear that this also is a celebration of the local ties between two businesses that prize quality and love the communities they serve.

Whether you are looking at the crust of our Artisan Bread that's Made Right Here or viewing the freshly made cream that's hand-rolled with peanut butter and enrobed in chocolate, no two are exactly alike, thanks to the craftsmanship. But there is a consistency in quality and a level of perfectionism that is ensured with each. That type of dedication though starts with the people. At DLM, we are very proud to have numerous associates who have worked here for 25, 30, or even 40+ years! That is also the case when you tour Esther Price and meet the kind souls who diligently craft the chocolates. They take great pride in their work, just like we do, too.

NOW AVAILABLE! Look for the DLM 75th Anniversary Esther Price Chocolates in stores and online to ship! DorothyLane.com



A LOOK BACK DOROTHY LANE MARKET BY THE DECADE: 1950s

At a Glance



1951 Fire hits building adjacent to DLM causing much damage to store. As a result, the "lean-to" was remodeled.

1953 Customer and businessman Mr. Talbott agrees to build a 10,000-square-foot grocery store with Calvin and Frank as the tenants. They relocate to where DLM Oakwood stands today.

1955 Vera spearheads initiative to launch Good Neighbor Program as a way for DLM to give back to the community.

1957 Parking lot in front of DLM is converted to store space, adding additional 4,000 square feet. Sales soar.

1957 *Progressive Grocer* profiles DLM, sparking much international attention. Calvin and Frank speak at the National Association of Retail Grocers.

1957 NCR incorporates the DLM story in their national Modern Merchandising Methods seminars. This takes Calvin, Vera, & Norman around the world for speaking opportunities.

1958 Calvin presents to the House of Parliament on the topic of modern merchandising practiced at DLM.



Norman Mayne, left, with his father and DLM co-founder, Calvin D. Mayne.



In 1951, a fire erupted in the building adjacent to the original DLM location causing smoke damage to the interior. Norman Mayne remembers holding a paintbrush at age 7 alongside Daryll Sakada, co-founder Frank Sakada's son, as everyone worked tirelessly to reopen. The food was unsealable but consumable, so Calvin and Frank turned around and gave most of the food to the Kettering Fire Department and anyone else who was hungry. The above photo shows the original location after the fire destroyed the building adjacent to DLM and we had recovered from the fire damage.



In 1953, Dorothy Lane Market relocated to a 10,000-square-foot space where our Oakwood store remains. Sales exceeded expectations by 50% and national spotlight was on Dorothy Lane Market, the independent grocery store in Ohio. DLM featured its merchandise on displays, in aisles, and in cases where people could see it. In those days, a lot of stores were afraid they'd lose money with this approach due to the risk of theft, so much of the product was kept behind counters. In 1957, NCR took note of this success and incorporated the DLM story in their Modern Merchandising Methods seminars, which took the Mayne family around the world to speak to other retailers.

Checklist to curating an Italian Pantry

What other country captures the “stomachs” of the world quite like this culinary wonderland? From pasta, cheese, wine, rice, gelato, and tomatoes, the gastronomic artisans share their treasures for our delight!



Italian Cheeses

□ PARMIGIANO-REGGIANO

The ‘king’ of Italian cheese, we have long been importing directly from the Minelli family of Modena, Italy. We love this particular cheese and adore the hospitable family that make it. Only 14 wheels of this heavenly cheese is made each day and it was a favorite pre-performance snack of the late, great Luciano Pavarotti who also lived in Modena.

□ 200-DAY-OLD GORGONZOLA

This is a Gorgonzola DOP Piccante ripened for double the normal amount of time with a greater degree of blue marbling. Wonderful paired with wine from Piedmont, such as a Nebbiolo or Barbera.

□ ITALIAN PROVOLONE

An aged Italian Provolone that is particularly sharp and pairs wonderfully with a Sangiovese wine.

□ TALEGGIO

The softest, creamiest member of the Italian Stracchino cheeses, Taleggio is from the province of Bergamo. Its rich buttery, fruity, and slightly salty flavor gives it individuality.

□ FONTINA VAL D'AOSTA

The original Fontina, produced in the Italian Alps. This semisoft, washed rind cheese is rich and buttery with a touch of earthiness. Amazing for fondues or au gratin dishes. Try with a dry white wine.

Italian Pantry

□ VERA JANE'S

EXTRA-VIRGIN OLIVE OIL

We love this olive oil so much that it's named after DLM matriarch, Vera Jane Mayne. This Tuscan oil is classic, cloudy, fruity, peppery, and simply an amazing value! Drizzle this flavorful, healthy oil over your winter dishes, meats, steamed greens, in pasta, soups, or simply at

the table with a pinch of sea salt and freshly ground pepper to dip DLM Artisan Bread into.

□ ROI EXTRA VIRGIN OLIVE OIL

Produced by the Boeri family, the Taggiasca olive it's made from grows on the steep slopes of the mountain village of Badalucco. Its flavor is delicate with a touch of sweet and buttery viscosity. Perfect on freshly baked whole fish for a treat!

□ DLM AGED BALSAMIC

VINEGAR OF MODENA

From the ancient town of Modena in Emilia-Romagna, we selected this balsamic vinegar ourselves! It has richness, depth, and complexity. Drizzle a touch of this heavenly nectar on a piece of Parmigiano-Reggiano, over strawberries, on a salad, or on one of our amazing steaks!

□ RUSTICHELLA

D'ABRUZZO PASTA

The diverse cuts of this pasta simply elevate what one might think is a simple meal. This family run business is in the town of Penne in the region of Abruzzo. They start with the finest grains, blending them with pure Apennine Mountain spring water and extruding the pasta through bronze dies. It then slowly air dries to a rustic texture that holds sauce beautifully. At my home, we also like the Fregola Sarda (which is a traditional shape in Sardinia) in homemade soup.

□ RITROVO SELECTIONS SUGO

PASTA SAUCES BY CASINA ROSSA

This is a classic, hearty collection of red sauces and each is great with a different shape of pasta so let the adventure begin! Try variations like Sugo Pomodoro Puttanesca, Tartufo, Porcini, Due Formaggi, Balsamico, Vodka Sauce, and Abruzzese (with garden fresh vegetables).

□ DLM SAN MARZANO WHOLE PEELED TOMATOES D.O.P.

You simply need a few cans of these tomatoes in your pantry and here is why. The true Italian San Marzano tomato is grown in the volcanic soil of Sarnese-Nocerino near Mount Vesuvius in the Campagna region just south of Rome. Softer and much more fresh tasting than typical canned tomatoes, try in any dish from chili, soup, pizza, or baked ziti and you will taste the difference!

Italian Wines

□ RENZO MASI CHIANTI RISERVA

A traditional-styled blend of Sangiovese and Colorino from the Renzo Masi estate in the heart of Chianti Rufina. It features dry, bold red fruits, a touch of cedar, tobacco, and delicate tannins.

□ DE STEFANI PROSECCO

Members of our DLM wine team visited this lovely winery recently and we're thrilled by the value to quality ratio of this wine. It's a traditionally-styled Prosecco with complexity, fragrant bread and yeasty notes in the nose, and apple and stone fruit throughout. The long finish makes it a great food companion. You also must look for their rosé!

□ INAMA VIN SOAVE CLASSICO

Made from 100% Garganega in Veneto, this wine is rich and velvety with notes of cherry blossoms and apple fruit. The finish is quite dry and it pairs well with shellfish, delicate fish dishes, or simply as an apéritif.

□ PROVOLO VALPOLICELLA

From the Veneto, this wine is medium bodied with lots of strawberries and cherries, herbs, and delicate tannins. A great wine for a cheese plate!

Todd | VP Center Store

Love Your Wedding Cake

Top Trends for 2023

BEHOLD YOUR WEDDING DAY VISION & BE BOLD. As your special day takes shape, the wedding cake is a symbolic (and flavorful) extension of it, and we want you to know that you can trust us to create a cake that is uniquely you. I'm also very proud to say that our cake designers are the best—in fact, two of them recently competed in an international competition and won top honors. So as excitement is in full throttle for your special day, don't be afraid to let us make your wedding cake dreams a reality.

Sabrina | LOVE CAKES
MANAGER

Let's Talk

We'd love to bring your wedding cake dreams to life! See below for wedding cake tasting options including our new Tasting Experience!

Complimentary Tasting

We'll assemble a take home tasting kit for you to pick up! Afterward, meet with a designer to discuss.

Tasting Experience | \$30

Make it an experience! Invite four guests to our private space where we'll bring out a stunning wedding cake "charcuterie" board, brimming with fillings, cake types, icings, and more.



1

Metallic Steampunk

Modern with a little steampunk moodiness, this cake shines with the copper metallic and black combo! *Designed by Kaytlyn*



2

Shabby Chic

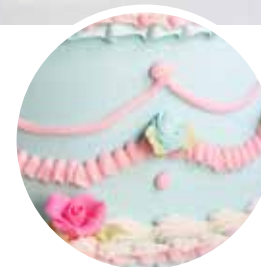
The palette knife technique and delicate florals are both modern and timeless! *Designed by Sabrina*



3

Lambeth

Vintage meets modern with this regal aesthetic that's full of frill and flavor! Perfect for the Judy Garland or *Downton Abbey* fan. *Designed by Emma*



4

Stained Glass

This dainty cake is enlivened with textures and a watercolor floral pattern rimmed in gold that evokes a garden tea party style. *Designed by Whitley*



5

Geometric

Shapes take center stage, such as the hexagon pattern on this cake, inspired by honeybees and sunshine. *Designed by Whitley*



6

Midnight Glam

Dark colors are having their moment and the result is instant elegance that allows subtle textures and pops of color to shine. *Designed by Emma*



U.S.D.A. Prime Heart-Shaped Rib-Eye Love Your Steak

In our stores, we simply have the best steaks in town and one of my favorites is a U.S.D.A. Prime DLM Natural Beef Rib-Eye. It's lifetime free of antibiotics and hormones and when you factor in the U.S.D.A. Prime grade, know that less than 2% of all cattle receive this distinction. You're definitely on the right path by choosing a high-quality cut packed with flavor, especially when it comes to a special meal. The result when cooked is love at first bite with a firm texture and fine marbling ribboned intrinsically; it melts evenly when cooked, resulting in a deeply satisfying, juicy flavor.

The fun spin on this classic steak is asking for the heart-shaped cut for you and your loved one to share at your special Valentine's meal. Just picture this, a DLM Heart-Shaped Rib-Eye, a dozen red roses, a nice bottle of wine, and some of our Made Right Here sides of your choosing. With simple seasoning and prep, you'll be so happy to look at it plated on the table. Hearts will flutter with such an ambiance and the absolute best meal in town, made by you! Happy Valentine's Day.

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



Wine Pairing
Recommendations by George
Punter, CSW & DLM Washington
Square Wine Manager
2018 Château Léo de Prades
Saint-Estèphe Bordeaux,
\$30, save \$5
2019 Buehler Vineyards
Cabernet Sauvignon Napa
Valley, \$30, save \$10

BLACKBERRY ENTREMET

Blackberry cream fills a Pâté Sucrée crust that is topped with a white chocolate mirror glaze and adorned with a chocolate daisy garnish.

RASPBERRY TART

A pistachio almond crust is baked and filled with a thin layer of raspberry jelly and a raspberry cream.

STRAWBERRY CHAMPAGNE TART

A Pâté Sucrée crust is brushed with a white chocolate ganache and filled with a strawberry Champagne gelée topping. It's then garnished with fresh fruit, gold flakes, and pistachio.

RED VELVET CHEESECAKE

Starting with a chocolate cookie crust, it's filled with red velvet cheesecake, whipped cream cheese icing, and topped with white chocolate shavings.

The Sweetest PASTRY MENU

STRAWBERRY CRUNCH ÉCLAIR

A pâte à choux shell is filled with strawberry pastry cream and topped with fresh whipped cream, strawberry shortbread crumbles, and a fresh strawberry garnish.

SWEETHEART POP

Blueberry Bavarian cream enrobes a blueberry jelly center. It's then dipped in white chocolate and sprinkled with freeze dried raspberries.

CHOCOLATE MIRROR TART

A rich chocolate crust is filled with chocolate ganache and layered with a chocolate mirror glaze.

GAME DAY *Baguette Pizza*

We're combining two of our favorite foods for your game day party—DLM Baguettes (try our DLM Classic Italian Loaf) and pizza. This smorgasbord of crunchy, cheesy, saucy bites will surely fuel appetites as it's a finger food that's simple to make. We'll get you started with a few delicious ideas, but you can choose your favorite topping combos and let your appetite be your guide as you peruse The DLM Cheese Shop, specialty sauces, and so much more. These craveable loaves make a colorful platter for your tailgate table!

Peggy Culinary Center Manager

3 TOPPING COMBOS TO TRY

- DLM Bold Buffalo Chicken Pizza Baguette**
DLM Roasted Garlic Butter • DLM Rotisserie Chicken • DLM Bold Buffalo Sauce • DLM Handmade Fresh Mozzarella, torn • red onion, thinly sliced • blue cheese, crumbled • DLM Blue Cheese or Ranch Dressing • Celery, chopped
- Pepperoni Pizza Baguette**
DLM Roasted Garlic Butter • DLM Pizza Sauce • DLM Handmade Fresh Mozzarella, torn • artisan pepperoni slices • Parmigiano-Reggiano, grated • oregano • DLM Banana Pepper Rings • DLM Aged Balsamic Vinegar of Modena
- Mediterranean Pizza Baguette**
Pesto • garlic cloves • oregano • DLM Handmade Fresh Mozzarella, torn • Goat Milk Feta Cheese, crumbled • sundried tomatoes • parsley • basil • artichoke hearts, quartered • Kalamata olives, halved • red onion, thinly sliced • cherry tomatoes, chopped • lemon zest



Congratulations to our 2022 Associates of the Year And Our Newest 25-Year Club Members!

ASSOCIATES OF THE YEAR—Back row, left to right: **Tonnie Roberts**, Oakwood Produce; **Caleb Dwil-lis**, Washington Square Front End; **Calvin Mayne**; **Tyler Mabes**, Truck Driver. Front row, left to right: **Ben Koehler**, Oakwood Front End; **Riley Moore**, Washington Square Grocery; **Marlene Click**, Springboro Deli; **Zach Weber**, Springboro Front End; **Jeremiah Waddell**, Central Bakery. *Not photographed*: **Mason Waters**, Washington Square Deli. **NEW 25-YEAR CLUB INDUCTEES** (*not photographed*)—**Cheryl Shie**, Assistant Controller; **Stacy Felumlee**, Love Cakes Assistant Manager; **Sofia Feltman**, Oakwood Grocery.



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](https://dorothylane.com/classes)



10% OFF ONLINE EXCLUSIVE **WITH LOVE KILLER BROWNIE®**

*Love is in the air and we are celebrating with
10% OFF this seasonal 4-ct gift box, online only!*

CODE: WITHLOVE

VALID THROUGH FEB. 14, 2023

DOROTHY LANE MARKET

•established 1948•

(866) 748-1391

DorothyLane.com



EST 1948

DOROTHY LANE MARKET

6135 Far Hills Ave. Dayton, OH 45459

DorothyLane.com



ADDRESS SERVICE REQUESTED

\$41,096

WORTH OF PRODUCTS DONATED TO
LOCAL FOOD BANKS IN DECEMBER



VALENTINE'S *Checklist*

*We've got you covered this Valentine's Day
with a checklist of favorites to not forget.*

- Roses:** We'll have stunning Valentine's rose bouquets beautifully wrapped and ready to gift without the hassle of pre-order.
- Chocolate-Covered Strawberries:** Long-stem luscious strawberries beautifully adorned in white and dark chocolate and ready to gift in 9-ct boxes. Look for them Feb. 11-14.
- Surf & Turf:** Prepare the best dinner in town right at home with U.S.D.A. Prime DLM Natural Beef Filet Mignon or a heart-shaped Rib-Eye. Pair with a lobster tail. No reservations required!

Oakwood (937) 299-3561 | Washington Square (937) 434-1294 | Springboro (937) 748-6800 • Prices and offers herein are valid through 2/28/23. Club DLM card is required for all sale prices except beer and wine. In the event of a typographical error, in-store prices will prevail. ©Dorothy Lane Market. Dorothy Lane Market; the Dorothy Lane Market logo; The Store That Accommodates; Eat Real Food; Flat Chicken; Honestly Better; and Killer Brownie are registered trademarks of Dorothy Lane Market, Inc.