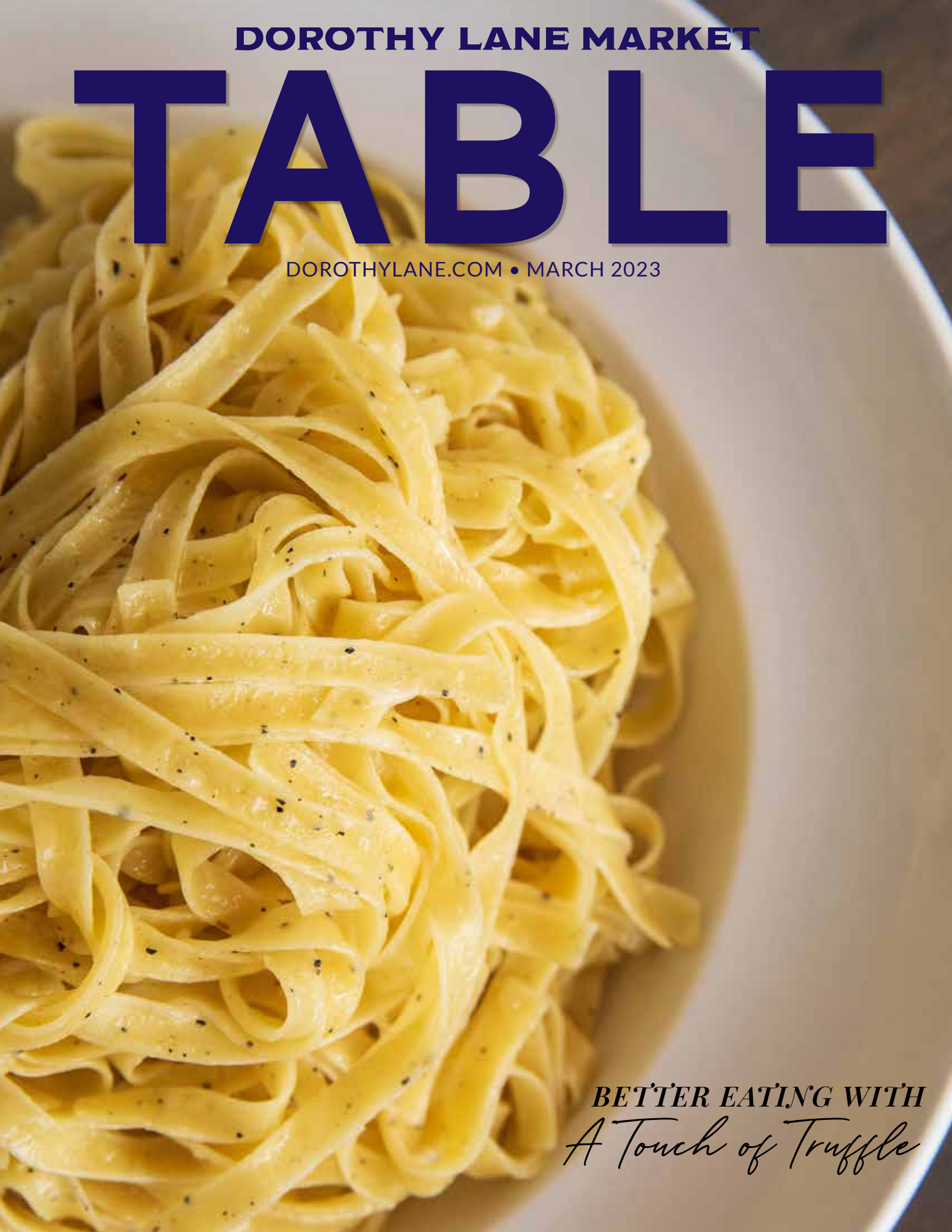


DOROTHY LANE MARKET

# TABLE

DOROTHYLANE.COM • MARCH 2023



*BETTER EATING WITH  
A Touch of Truffle*



# A FISH TALE

HOW WE SELL GREAT SEAFOOD.

1

## TRUST YOUR FISHMONGER

It all starts with the most knowledgeable fishmongers in town, and customers who trust us to do the right thing and bring high quality, fresh seafood here locally.

2

## LESS TIME SPENT OUT OF WATER

You may be asking yourself, “can you truly find great seafood in our part of the world?” It all comes down to less time spent out of water. We receive fresh shipments of seafood seven days a week thanks to our tight-knit industry relationships. We also choose air-freight to minimize that time spent out of water.

3

## WE SOURCE DIRECT

We go right to the source, which gets the product to our stores quicker than most, meaning that the fish is as fresh as possible. Plus, they are fabulous people who have become part of our DLM family and they always look out for the very best. We talk to some of these people almost daily, and they bring fantastic seafood to our stores. The relationships with these small family businesses are real—we are not just an invoice number. This is a key part of our success!

4

## FARM RAISED THE RIGHT WAY

Some folks think you should never eat farmed seafood. However, just like with land-based animals, there is always a better way. We made a stand many years ago by only sourcing farm-raised seafood done the right way, with similar principles practiced by our organic and “all natural” land-based farmers and ranchers taken into consideration.

We look for low stocking densities, no antibiotics or growth promotants, and sustainability and responsibility of the resources used. There are so many certifications out there for farm-raised seafood. Know that we only deal with farm raised seafood that meets our very high standards.

5

## WE SELL WHAT'S IN SEASON NOW

You'll notice a constant stream of new fish in our Seafood case, a true reflection of what's in season and what's the freshest catch now. This is the product of constant communication and good working relationships that our fishmongers all have with our fish providers. On any given day, our Seafood managers have likely been on the phone with several different providers to see what's biting.

### UPCOMING WILD SALMON

**Mid to Late May:**  
*Copper River King Salmon*

**Mid-June to July:**  
*Alaska Sockeye Salmon*

**July to September:**  
*Columbia River King Salmon*

**August to October:**  
*Alaska Coho Salmon*

*\*Note that the above are approximations and actual catch dates may vary.*

# One Great Fish *Cooked 3 Ways*

Isn't it nice to know you can count on our Seafood departments for the freshest fish? We sell an amazing amount of cod and it's no surprise why. Always fresh, it is very mild tasting and tends to be a family favorite here. Easy to cook at home, cod is versatile and can be prepared in a variety of ways. Check out these three ways to prepare this mainstay catch!

*Chef Carrie* | Culinary Director

1

## ASIAN-STYLE STEAMED COD

Using a pan that a few pieces of cod fillets can snugly fit in, add some rice vinegar, a little soy sauce, and a splash of water. Chop some fresh ginger and add to the pan. Place well-seasoned cod fillets into pan and bring up to a boil, then cover and simmer until fish is cooked through, about 5-8 minutes. Garnish with julienned green onion and a little chili crunch for heat.

2

## POACHED COD IN HERBY TOMATO BROTH

In a pan, sauté fresh garlic, shallot, and a pinch of chili flakes with DLM Extra-Virgin Olive Oil. Add a couple handfuls of fresh or canned cherry tomatoes and cook until slightly reduced. Add a little water to help make it brothy and place well-seasoned cod fillets into pan. Slowly poach the fish, covered, until cooked through, about 8-12 minutes. Garnish with fresh herbs.

3

## OVEN-ROASTED COD WITH TAPENADE

In a small bowl, whisk together a few tablespoons of DLM Extra-Virgin Olive Oil and a little DLM Classic Dijon Mustard. Add a handful or two of diced potatoes, green beans, and grape tomatoes and season generously with salt and pepper. Place on a sheet pan or shallow roasting pan. Nestle in well-seasoned cod fillets. Top fish with an olive tapenade. Roast in a 400°F oven until fish is cooked and potatoes are tender, about 15-20 minutes.



**Find more in-depth recipe instructions online.**  
[DorothyLane.com/Cod](https://DorothyLane.com/Cod)





# Made to Order Hot NEW YORK DELI-STYLE SANDWICHES

**H**ave you ever visited New York and eaten a sandwich at one of the famous delis? We may not live in the Big Apple, but we take sandwiches seriously, too. In fact, we love taking something great and making it even better. Take for instance a classic corned beef or pastrami sandwich. From the beginning, ours made perfect sense to craft on our DLM Artisan New York Rye Bread. But something was missing. We were using very good corned beef, but it wasn't the level of greatness we needed to make an iconic sandwich.

This led us to sourcing authentic corned beef and pastrami used in other famous delis. The corned beef is heated in the traditional manner and sliced hot to order. The pastrami is seasoned just right and griddled to greatness, then heaped high onto the bread without any fussy condiments, save for a healthy slather of yellow mustard. These sandwiches are truly mouthwatering. We know you'll like these revamped New York deli-style sandwiches as much as we do! Just come with an empty stomach and a New York-sized appetite.

## HOT CORNED BEEF SANDWICH

We slice corned beef to order while it is hot and steamy. It's then piled high—we're talking a full 10 oz—between slices of DLM Artisan New York Rye Bread. What's not to like? Add a slather of yellow mustard and a crunchy pickle on the side!

## HOT PASTRAMI SANDWICH

True to our New York-style mission, seasoned pastrami is griddled hot to order and is heaped high on our DLM Artisan New York Rye Bread.



# A LOOK BACK DOROTHY LANE MARKET BY THE DECADE: 1960s

## At a Glance



**1960** (or as early as 1959) Frank Sakada and Calvin D. Mayne amicably part ways as Frank pursues other business opportunities.

**1960** Dorothy Lane Market Page Manor opens on Airway Road at former Albers location.

**1963** Calvin experiments in investing in two large-store format locations, separate from DLM, in Cincinnati and Dayton. Neither proves to be successful.

**1966** Calvin suffers a severe stroke and his son Norman begins to play a larger role with DLM.

**1967** (May) DLM files Chapter 11 bankruptcy; a sad day in DLM history amid the devastating effects of Calvin's stroke.

**1967** (June) With attorney Jack Pickrel's guidance, Norman and DLM establish a 10-year plan of arrangement to pay creditors 100 cents on the dollar, which is unheard of. Creditors agree to let family retain ownership.

**1968** (December) First payment to creditors is made and continues over the years until paid off early.



Dorothy Lane Market Oakwood in the 1960s. This location continues to serve its community today.



Nothing screams nostalgia like the famed chip carousel, which had its heyday from 1953 to 1978. Stacked with snacks, this rotating fixture was a magnet to the children of that era. So much that we've heard stories from customers who recall trying to ride it when they were a child. *Top right: Marvin loved being at DLM and worked into his 90s. Bottom right: Sydna McCuiston and a gentleman in our Meat department.*



## Remembering Ace

**Wayne Chrisman** started at DLM in 1960, and was in store management for many years. We're happy that he has stuck around post retirement part-time at DLM, working to this day in the Meat department at DLM Washington Square. All together, Wayne has been with DLM for 63 years, which is pretty amazing when you think about it. Wayne has had many children and grandchildren work at DLM over the years, too. Sons Mike and Dennis are in leadership at DLM.

**Joe "Ace" Mantia** is remembered by many as one of the nicest guys. He worked at DLM in the Produce department for many years. When peaches were in season and at their best, he'd exclaim "ain't that a peach!" Norman Mayne recalls trips with him to the Produce market at 4 a.m. with many lessons learned along the way.



# THINK INSIDE THE BOX

We start our day early, sometimes crafting hundreds of sandwiches and assembling salads that morning for orders that'll fuel lunch that very same day for the business community. Sometimes a Box Lunch order may satisfy appetites for a group of 200+ taking a pause from an all-day seminar. We are proud to make Box Lunches for all types of hungry people, be they medical professionals, teachers, or an office staff. It's even more fun when it's a celebratory occasion, like a wedding or baby shower. Whatever the scenario, a Box Lunch promises an individualized group lunch solution featuring a quality sandwich or a freshly composed salad. And, of course, something sweet for dessert, like our famous Killer Brownie®.

When we launched our Box Lunch menu back in 1984, our goal was perhaps twofold. We first wanted to provide a personalized lunch solution for the business community, featuring options that people could crave. But we also wanted to create a vehicle to introduce our Killer Brownie® to as many people as possible, and that was very successful. Now, some four decades later, our Box Lunches are still making people happy and are more convenient than ever with easy online ordering!

We make our sandwiches with generous portions of premium lunchmeats on our DLM Artisan Bread. As always, our bread comes from the DLM Bakehouse and Deli meats are nitrate & nitrite free. We'll complete your meal with some great sides from our Deli. Proteins for salads are lifetime free of antibiotics and added hormones. Salads are assembled that morning using fresh ingredients. What's not to love?

Placing a Box Lunch order is easy!  
[DOROTHYLANE.COM/CATERING](https://www.dorothylane.com/catering)



**SALAD BOX LUNCH**  
*Lettuce* entice you with our Salad Box Lunches! Available in a variety of options: the classic Chef's Salad, Cobb Salad, Chicken Caesar Salad, and Garden Salad. All our Deli Salads include your choice of DLM housemade dressings, such as Blue Cheese, House Dijon Vinaigrette, Ranch, Raspberry Vinaigrette, or a classic Caesar.



**ORIGINAL BOX LUNCH**  
Sandwiches feature premium lunch meats that are nitrate and nitrite free and composed on our Made Right Here bread. Quality shines through with each bite. Each Original Box Lunch comes with a side (Deli salad or apple), potato chips or baby carrots, and a dessert (we recommend the Killer Brownie®).



**FAMOUS DELI SANDWICH BOX LUNCH**  
Unlock a selection of our Famous Deli Sandwiches with this Box Lunch option, such as Mom's Healthy Hummus, Little Ed's Big Reuben, Carrie Makes Tom's Club, or the Bavarian Pretzel sandwich. Each Famous Box Lunch comes with two sides, potato chips or baby carrots, and a dessert.





# Savor a Taste of Truffles



## ENLIVEN EVERYDAY DISHES

- Truffle Salt
- Acacia Honey with White Truffle
- Summer Truffle Slices

## SIMPLIFY GOURMET

- Risotto with Truffle
- Tartufissima Truffle Egg Pasta
- Parmigiano-Reggiano Truffle Cream

## SOPHISTICATED SNACKS

- Truffle Chips & Bites
- Trifulòt Tartufo Dolce White and Dark Chocolate Truffles

Learning about many of the great foods of the world first requires you to get your feet wet ... better said, downright muddy. Mud-stained boots are a common trait of unpretentious food producers, from vintners to cheese makers to hog farmers to mushroom hunters.

Over the years, we've had the pleasure of meeting many of these artisans right in their soggy fields, connected to the soil that gives them the source of their living. Their love for their craft, along with tradition, yields good things for you and me to enjoy, be it California Chardonnay, English Cheddar, Spanish Ibérico ham, or the world's most exclusive tuber—the Italian white truffle.

### THE TRUFFLE ARTISAN

Speaking of truffles ... in January at an international food show, we met Paolo Montanaro, whose family owns the company named TartufLanghe. This gentle-spoken, hospitable gentleman explained to us how truffles grow and how they are harvested. Yes, by muddy shod truffle hunters in hilly, wild terrain with the aid of specially trained dogs.

We shortly realized we were talking to "The Man" when it comes to truffles! Not only is Paolo himself a second-generation truffle hunter, but he and his family buys truffles from other hunters, such as the ones featured in "The Truffle Hunters" documentary. The Montanaros select the best truffles around the year, including the black winter truffle, the summer truffle, and the most exclusive, the Alba white truffle later in the fall.

Truffles are prized because of their rarity and, of course, they are simply so delicious! They have several natural compounds that make them so craveable. For one, they are full of glutamate, which gives our palate the sensation of umami, that wonderful silky, savory flavor that's found in foods such as teriyaki, beef stew, hard cheeses, etc. However, with fresh truffles being so expensive and perishable, why even consider them, beyond an occasional splurge? The good news is the singular taste of truffle is accessible every day to food lovers like you and me!

### TASTE TRUFFLES ANYTIME

Paolo and his family are much more than truffle hunters. They

are food scientists who have collaborated with some of the world's top chefs, including Massimo Bottura. Thanks to their love of the truffle, they invented ingenious ways to infuse its flavor perfectly into many other foods. For example, Paolo's parents, Beppe and Domenica, created the first of such products in 1990, an egg pasta infused with real truffle flavor they called *Tartufissima*.

Look for this and other wonders of truffle-rich foods made by our new friends from TartufLanghe. The Montanaros give us easy ways to enjoy one of the greatest flavors in food. We have a tasty selection of their truffle-infused pasta, honey, salt, risotto, and more.

### CHOCOLATE TRUFFLES?

The Alba region of Italy is also rightly famous for chocolate making. Over a century ago, chocolate makers began blending the regions' tasty hazelnuts into their chocolates, inventing gianduaia. The Montanaros are also award-winning chocolate makers. Pick up a bag of their chocolate "truffles" Trifulòt for a tasty sweet treat.

*Calvin*



Scrambled eggs featuring Summer Truffle Slices.



Tartufissima Truffle Pasta Alfredo.



Parmigiano-Reggiano drizzled with Acacia Honey with White Truffle.



Now Reserving  
**HEAVENLY HAM®**  
& MORE EASTER FAVORITES

Hickory smoked Heavenly Ham® is encased in our signature glaze that's sealed with an open flame for this traditional favorite. Reserve your Heavenly Ham®, Bakery favorites like Hot Cross Buns, or a fully cooked Easter meal now!

RESERVE YOURS  
THROUGH APRIL 5.



Reserve online [DOROTHYLANE.COM/RSVP](https://DOROTHYLANE.COM/RSVP)



# DOROTHY LANE MARKET

# HEALTH FAIR

SATURDAY,  
MARCH  
25 <sup>20</sup>/<sub>23</sub>

11 A.M.  
— until  
3 P.M.


DLM SPRINGBORO

### PATHWAYS TO BETTER HEALTH.

We are pleased to announce that our Annual Health Fair is back! Mark your calendars for Saturday, March 25, from 11 a.m. to 3 p.m.

Begin your quest with a goodie bag of complimentary samples and a map listing participating vendors and health advisors. With 20+ companies representing everything from natural body care and nutritional supplements to aromatherapy and wellness practitioners, there's something for everyone! Wind your way around the store and stop at the booths that interest you. While there, be sure to get your passport stamped to enter for a chance to win some incredible door prizes!

Then journey up to the The Loft at DLM Springboro by stairs or elevator to visit more booths and attend free health seminars where you'll discover even more ways to be healthy. We are confident that whichever pathway you choose, your time spent exploring will lead you to the best treasure of all: Better Health.

 Oakwood Healthy Living Manager

### FREE SEMINARS

REGISTER ONLINE TO GUARANTEE A SPOT.  
[DOROTHYLANE.COM/HEALTHFAIR](http://DOROTHYLANE.COM/HEALTHFAIR)

#### STRESSED, HURT, CAN'T SLEEP? AROMATHERAPY TO THE RESCUE!

PATTI MCCORMICK, RN, PHD

Many people suffer with these three issues that can greatly affect your quality of life. Dr. McCormick shares a list of specific essential oils that can reduce stress, relieve pain, and help you get that much-desired deep, restful sleep. Join us in learning how to use them safely for your health and wellness.

11:30 A.M. THE LOFT AT DLM SPRINGBORO

#### BONE HEALTH: CALCIUM AND BEYOND

LORI KELCH, MS, CHNC  
NUTRITION EDUCATOR

We know that calcium is crucial for bone health, but its nutritional "co-factors" are just as important to support bone strength and flexibility. Lori will discuss the role of these nutrients, foods that supply them, and which supplemental form may be most effective in preventing bone loss.

1:30 P.M. THE LOFT AT DLM SPRINGBORO



## Meet the Instructor Chef Gabi Odebode

### Who were your early culinary influences?

Growing up in an African household in Ghana, you learn how to cook at an early age. When I was 6 or 7, I remember being in the kitchen with my cousins who were teens, my aunt, grandma, and my mom. These people were amazing cooks. When food is being cooked, you are either asked to come and sit, help, or observe what is going on in the kitchen so that you can learn how to cook.

### What would you like people who are unfamiliar with West African cuisine to know about it?

I would love for people to know how robust our flavors are in the western part of Africa. This is because we use a different array of spices, herbs, and other ingredients native to us to get delicious and comforting meals.

### Tell us about your journey as a scientist turned chef.

While I was working on my master's degree in neuroscience, molecular biology, and immunology, I started a side hustle to help with my bills. That side hustle was cooking food. After my masters, I worked as a researcher in different universities and then worked in a hospital in clinical research in oncology. I realized that wasn't for me. I loved seeing people happy and feeling comforted while eating my food.

View Chef Gabi's upcoming Culinary Center Classes! [DOROTHYLANE.COM/CLASSES](http://DOROTHYLANE.COM/CLASSES)



## 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](http://DOROTHYLANE.COM/CLASSES)





# Celebrate Spring

## Confetti Killer Brownie®

Rainbow sprinkles bring the party to this moist blonde brownie featuring a layer of creamy caramel and white chocolate chips.





Now shipping nationwide and in gifts that ship!

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•established 1948• | [DorothyLane.com](http://DorothyLane.com)



### DOROTHY LANE MARKET

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ADDRESS SERVICE REQUESTED

**\$38,946**  
WORTH OF PRODUCTS DONATED TO  
LOCAL FOOD BANKS IN JANUARY

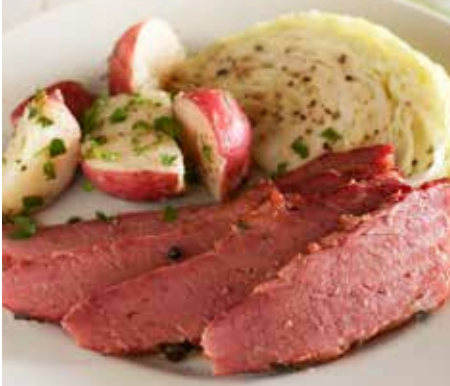


## ORDER ONLINE ST. PATRICK'S DAY DINNER

Fully cooked, reserve yours  
by Tuesday, March 14.

[DOROTHYLANE.COM/RSVP](http://DOROTHYLANE.COM/RSVP)

We slow smoke our house-cured  
corned beef brisket for more  
than five hours. It's paired with  
steamed cabbage and red-skin  
potatoes for a fully cooked meal.



## HEALTH FAIR

Saturday, March 25  
11 a.m. to 3 p.m.

Pathways to better health start  
now! Talk to wellness vendors  
and practitioners on site.  
Plus, participate in our giveaway  
challenge!

See page 10 for  
seminar details!



## EUROPEAN STREET FAIR-INSPIRED PASTRY SHOW

Save the Date!  
Thursday, April 20  
7 to 9 p.m.

Our Pastry Show is back!  
Whimsy meets unbridled  
creativity. Tickets on sale online  
Monday, March 20.

