

DOROTHY LANE MARKET

TABLE

DOROTHYLANE.COM • MARCH 2020

Fresh Seafood
**STARTS
WITH TRUST**



*+ Our Coffee Trek to
Hacienda La Minita*



Experience
D the DLM **Difference**
BRINGING PEOPLE TOGETHER
WITH GOOD FOOD SINCE 1948



The DLM Difference

BRINGING PEOPLE TOGETHER
WITH GOOD FOOD SINCE 1948

Frequently, visitors from out of town tell me they miss us. Others say it's a major reason why they love living here. I ask why. People tell me "we trust you." Others gush "the food is so good!" The best one is "the people are wonderful."

What is the DLM Difference? We strive to make a difference, but different from what? The word "difference" begs a comparison. Are we talking adversarially about DLM vs other markets? No, actually. It's a noble task to feed others, and the biz is mostly populated by good people.

The DLM Difference isn't about us or them. It is about you! It's the difference we want to make in your life. We want to give you a special experience where you meet nice people and find good food ... really good food. Shopping DLM is a source of joy, not drudgery. Simply put, we aspire to make your life better. Our company's mission begins, "To make our customers happy."

Even in the simplest ways, we want to make a difference, whether you're coming in for a quick cup of coffee, getting a healthy salad, buying a loaf of bread, or filling a cart to feed your family. Maybe it's just to pick up a treat, say a brownie.

A DEEPER DIVE

Take, for example, that cup of coffee. Maybe it was from Hacienda La Minita in Costa Rica. You savor its aroma and flavor. Why is it so good? Ask one of our Coffee Bar Managers, Amy, Holli, or Chris, as they just went to Costa Rica in January, not just visiting the plantation, but even picking the beans!

Everybody admires our salad bar thanks to Bertha at Oakwood, Loretta at Washington Square, and Connie at Springboro. They come in early and begin selecting, cleaning, chopping, and producing multi-colored edible works of art, composed of organic lettuces, nutrient-packed vegetables, exotic microgreens, and eye-popping garnishments.

We are willing to do the hard work to make a difference. Consider our DLM Artisan Bread, like our Sourdough ... oh my, it's so good! But it takes a lot of work and expertise to make it so. We have a talented team of artisans who mix from the best flours, hand-shape, and bake on the hot hearth of our juggernaut European bread oven. Great bread is also the foundation (crust) of great pizza. We studied pizza for years before creating our Naples-Style Pizza. This involved installing the specialized hearth ovens, creating the right dough, and stretching our own fresh mozzarella.

And that brownie? Yes, it has to be a Killer Brownie®, of course! Our famous triple-layer brownie is so popular that this very month we are opening a brand new facility. We feature our Killer Brownie® not just in our stores, but now distribute it throughout the country.

FOOD LOVERS UNITE

Not surprisingly, we also do business with people who think as we do and who have passion: people whose mission in life is to cultivate the sweetest pineapple, grow the healthiest chicken, or churn-out the most indulgent butter. There are many more ways you experience the DLM Difference. One other quick example is our entire Seafood department. Some people come for our seafood alone. Want to chat about fishing families in Alaska? Species of salmon? Fat content? Recipes? Cooking methods? Let's do it!

We are a place for people who love food. And that's the engine that drives the DLM Difference. Join us this year as we explore some of our favorite points of difference each month and highlight these DLM Differences accompanied by tastings, special events, and lots of fun in general. We love what we do. We love serving you. Thank you for giving us the opportunity to make a difference.

Calvin



01 } Fresh Seafood

THE DLM DIFFERENCE

DLM realized many years ago that we needed to source the very best products for our customers. At the time, most seafood sold was frozen or whatever distributors in Ohio wanted to sell you. The first step was to teach our seafood specialists all about fresh seafood. What to look for, how to handle it, how to hold and display it, and most important, develop that passion about what they sell. This passion was contagious and it did not take long to develop the trust with our customers that our seafood was truly different. When it comes to the secret behind our Seafood department, there are three legs to the stool: The freshest fish possible, the most knowledgeable fishmongers in town, and the customers who trust us to do the right thing and bring high quality seafood to Dayton, OH.

Jack | VP of Meat & Seafood

SCOUTING FOR THE UNIQUE

When I call my contacts to place orders, I'm always asking questions like "hey, what's new," "what's popular in the industry," and of course, "how is the fishing going?" Whether it be sourcing oyster varieties to feature that week or bringing in any number of products, these types of questions help me in my quest to pick unique items. Or, sometimes these conversations unlock preparation and serving ideas that I can tell customers about or fileting techniques. I really think that curiosity that all of us managers have is something that sets us apart. It also leads us toward new finds, and in the case of our revamped Poke bars, something truly unique.

[Signature] | DLM Springboro
Seafood Manager



FISH FRIDAYS AT DLM

CATCH THIS! We'll be featuring the following menu items at Jack's Grill. Plus, look for more fresh catches!

March 6: Salmon Sandwich

March 13: Tilapia Sandwich (Plus, stop by Scott & Fred's Fish Fry-P-A Tap Takeover from 5-8 p.m. in the DLM Washington Square wine bar)

March 20: Softshell Crab Sandwich

March 27: Lobster Cake

April 3: Crab Cake Sandwich

April 10: Cod Sandwich

**"SIMPLY PUT,
WE ASPIRE
TO MAKE
YOUR LIFE
BETTER."**

Fresh from the sea

FISH TAILS

FRESH NEVER FROZEN

You may be asking yourself, “How is fresh (never frozen) seafood possible in midwestern Ohio?” We receive fresh shipments of seafood seven days a week from the Boston area, Washington state, and even as far as Alaska just to name a few areas, and this is thanks to our tight-knit industry relationships. We also choose air-freight to minimize that time spent out of water. In fact, long-time DLM associate Wayne Chrisman even picks up fresh fish deliveries from the Dayton airport for us. We also strive to reflect fish that is in season so we are always focusing on what is fresh now. Speaking of fresh, don't miss our semi-annual fresh Whole Salmon Sidewalk sale this summer where we can cut the fish to your liking!

Nick | DLM Oakwood Seafood Manager

FARM RAISED THE RIGHT WAY

Growing populations and less wild stock in the oceans collide with over fishing, warming of the ocean, acidification of the water, and an overall growing love of eating seafood. It'll continue, and farm-raising seafood is part of the answer, but only if we do it to the best of our planet's interest. We made a stand many years ago by only sourcing farm-raised seafood done the right way, with those 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, but the most important thing is to “trust thy knowledgeable DLM fishmonger.” We only deal with responsibly raised farmed seafood.

Jack | VP of Meat & Seafood

TRUST THY FISHMONGER

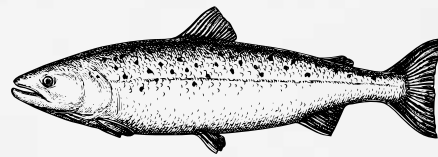
When I walk in the door for work, my mindset instantly goes to a portion of the DLM Mission Statement that says “To make our customers happy by providing Honestly Better® food & service—every time.” Sure that involves things like smiling and knowing my customers on a first name basis, but it really involves honesty and integrity, meaning that I always tell the truth. If someone asks me “what came in today,” I tell them. Prior to coming to work at DLM 17 years ago, I was on the vendor side for a combined 27 years in this industry. I know that trust is so important, and it makes me proud to be able to deliver answers because we get the best, allowing us to serve the best.

Michael | DLM Washington Square Fishmonger

WE GO STRAIGHT TO THE BEST FOR THE BEST

A huge DLM Difference is our fantastic suppliers. We go right to the source, which gets the product to our stores quicker than most, meaning that there is less time spent out of water. Plus, they are fabulous people who have become part of our DLM family. We have gone through many ups and downs of life together and they always look out for the very best our industry has to offer. These are some of the people who we talk to almost daily, and they bring fantastic seafood to our stores. There is Karl in Alaska, LaDawn from the Columbia River Valley, Frank in Boston, John up in Northern Ohio near Lake Erie, the Ready Brothers in Maine, as well as our industry friends Becky and Emily who have a vast network. My family has even spent some time with Karl's family in Alaska touring their facility! The relationships with these small family businesses are real—we are not just an invoice number. This is a key part of our success.

Kim | DLM Washington Square Seafood Manager



CATCH THIS: WILD SALMON

Winter months:
Troll-caught Alaska King Salmon

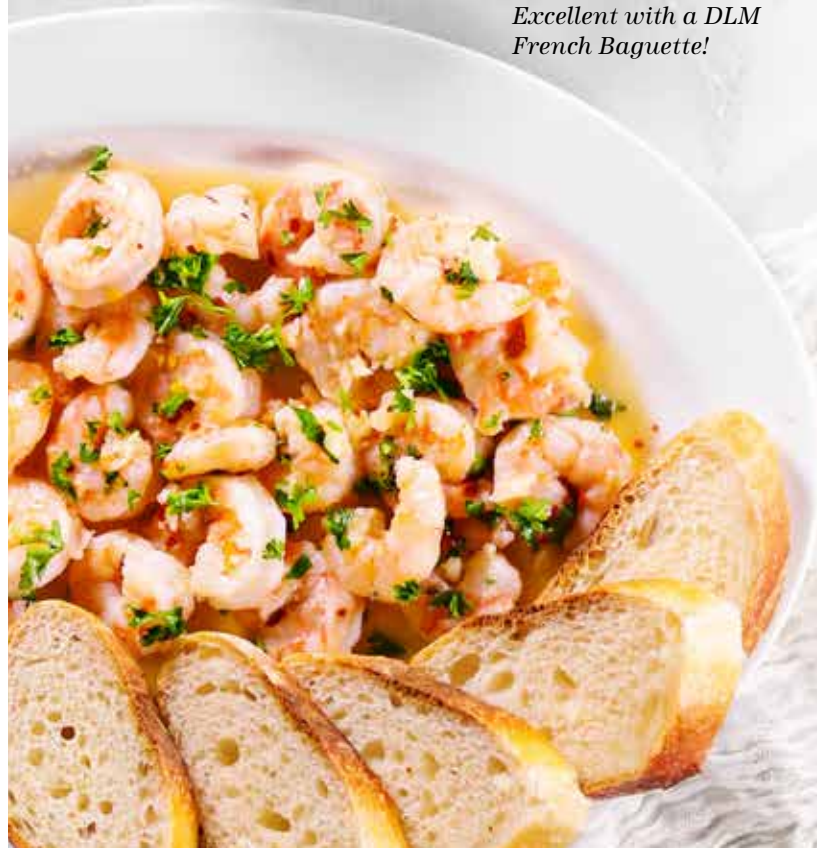
Mid to Late May:
Copper River King Salmon

Mid-June to July:
Alaska Sockeye Salmon

August to October:
Alaska Coho Salmon

July to September:
Columbia River King Salmon

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



SHRIMP SCAMPI *(Pictured below)*

Serves 4

- 2 Tbsp butter
- 2 Tbsp Vera Jane's Extra-Virgin Olive Oil
- 4 garlic cloves, minced
- Red pepper flakes to taste
- ½ cup white wine or broth
- Sea salt and black pepper to taste
- 1.5 lbs North Carolina shrimp, peeled & deveined
- Juice of ½ lemon
- Chopped parsley for garnish

In a large sauté pan over medium heat, melt the butter with the olive oil. Add the garlic and red pepper flakes until fragrant, about 1 minute. Add the wine or broth, salt, and pepper and bring to a simmer. Let reduce by half, about 2-3 minutes. Add the shrimp and sauté until they just start to turn pink, about 2-4 minutes. Squeeze the lemon juice over the shrimp and garnish with parsley if desired.
Allergens: shellfish, milk.

Excellent with a DLM French Baguette!

Recipes

SHEET PAN SALMON WITH MAPLE, MISO, & GREEN BEANS *(Pictured above)*

Serves 4

- 4 salmon fillets, skin on, about 1 inch thick
- Salt and pepper to taste
- 1 Tbsp each miso paste, DLM 100% Pure Maple Syrup, and rice wine vinegar
- 2 tsp soy sauce
- 1 garlic clove, minced
- 1 lb green beans, trimmed
- 2 Tbsp Vera Jane's Extra-Virgin Olive Oil
- ¼ cup cilantro
- 1 Tbsp toasted sesame seeds
- Fresh lime wedges

Pre-heat oven to 400°F. Line a sheet pan with parchment. Season the salmon fillets with salt and pepper.

In a bowl mix together the miso paste, maple syrup, rice wine vinegar, soy sauce, and garlic. Pour mixture on the top of salmon and set aside while oven pre-heats. In another bowl, drizzle the green beans with a little olive oil and season well with salt and pepper.

Place salmon, skinside down, and green beans on the lined pan. Bake in oven until fish is cooked and green beans are tender, about 12-14 minutes. To serve, garnish dish with the cilantro, sesame seeds, and a squeeze of fresh lime.

Allergens: fish, soy.



We Travel. WE TASTE.



We don't just sell coffee at the DLM Coffee Bar. I mean, we do sell coffee, but there's more at play with each pour. And this past January, myself and the three DLM Coffee Bar managers, Holli Kiser, Chris Hatfield, and Amy Bodish, traveled to the mountainous terrain of the Tarrazú region in central Costa Rica. It's here that Hacienda La Minita is nestled. Along with some friends from Dayton's Boston Stoker Coffee Company, including owner Henry Dean, we got to take our understanding of coffee to a new level. We not only soaked in knowledge during our five day stay, but we experienced it: we picked, we sorted, we smelled, we tasted, and we came back with a deeper understanding and appreciation for each sip, each bean, and the fine people who make it possible.

Scott | VP of Bakery & Coffee Bar

"It's one thing to sit in a room learning about coffee," says Chris, DLM Springboro Coffee Bar manager, recalling his time in barista school. "But, it's another seeing it in person." The trek to where the coffee cherries grow at Hacienda La Minita is rugged terrain and the work is hard. On the first day the DLM team arrived, they strapped the picking baskets to their waists and got started alongside the pickers. They learned what to look for (red and yellow cherries) and that if you pick them too soon or too late, they won't meet the La Minita grade. "They only pick what is ripe, so that means that they are picking four to five times from the same tree—it's like a typewriter," says Scott.

After the allotted picking time was up, everyone took their haul and circled around a large truck where two men stood in the bed. One would be handed a picking basket full of coffee cherries. He'd weigh the contents, shout a number, and the next man would throw money into the emptied basket before handing it back to its picker. As a Fair Trade coffee, the workers are compensated fairly, are permitted to live on the plantation, and have access to a clinic and dentist for free. Same is true for migrant workers who come seasonally to work.

After all that was harvested that day was gathered and paid out, time was ticking. It's important for the processing of the coffee cherries to happen 24 hours from being picked before quality diminishes. First, the haul must make its way to *recibidores*, or receiving stations, before continuing through the mountains to the mill. To get there, Chris, Scott, Holli, Amy, and friends rode in the back of the truck among the cherries, "hanging on for dear life," Scott jokes.

02 } Authentic Coffee THE DLM DIFFERENCE



At the receiving station, they are weighed again—making sure what was paid out matches what is coming in. A much larger truck then picks up everything that needs to make it the mill where it is all weighed again. From there, a tedious multi-step process begins resulting in only about 20-22% of what was picked meeting the La Minita grade. The rest will be sold under a different banner.

There are layers to the coffee cherry that encase the bean within: the skin, fruit, a sticky layer called mucilage, and a thin parchment-like covering on the bean. At the mill, the beans undergo cleaning, depulping, sorting, fermentation, washing, and drying. Nothing is wasted along the way as the removed parchment feeds a fire that aids in the drying process. The travelers from DLM are witness to this all.

At the sorting stage, DLM Oakwood Coffee Bar manager Amy recalls a phrase that "every bean has a home," even the ones that do not make the cut for La Minita. About 50-60 inspectors await, knowing just what to look for. "They are pulling out anything that is damaged, not the right color," says Holli, DLM Washington Square Coffee Bar manager. "The biggest and most dense beans are what becomes La Minita."

This is just one of the coffee varieties roasted locally at Boston Stoker, which we feature at the DLM Coffee Bar. The same care in finding a high quality and ethical source is taken with other varieties as well that make their way to Boston Stoker and then to DLM. "At the end of the day, La Minita is a top notch company, from their ethics and the way they do things to the quality of their coffee," Scott says, "And Henry Dean (Boston Stoker) is incredibly well respected in the industry and knowledgeable."



ON THE BOARD: IRISH CHEESES

Think beyond the pint glass (filled with a good Irish stout, of course) and bite into these cheeses hailing from Ireland, a country known for its wonderful food traditions.



Cahill's Porter Cheddar
We love this incredibly popular and albeit odd-looking cheese that comes to us from County Limerick, Ireland. True to its Irish roots, it's flavored with an Irish Porter throughout, yielding that wonderfully beautiful marbling.



Oscar Wilde Cheddar
This is an aged Irish Cheddar that's made with milk from cows that are pasture fed. This distinctly rich cheese has a firm creamy taste and hails from County Cork, Ireland.

Today | VP Center Store



CLADDAGH BÓ

The name of this aged Irish Cheddar comes from two traditional terms: *Claddagh* comes from the traditional 'claddagh ring,' which symbolizes love, friendship, and loyalty. *Bó* is Gaelic for cow, as this Irish Cheddar has milk from grass-fed cows. Handcrafted by the Cahill family on their farm in County Limerick, this beautiful tricolor cheese makes the perfect centerpiece for a St. Patrick's Day cheese board! *This cheese will arrive to us as St. Patrick's Day nears and once it's gone, it's gone.*

Spectacular cheese finds that'll roll in and be here until the wheels are gone.

ST. PATRICK'S DAY Dinners To Go!

We slow smoke our house-cured corned beef brisket for more than five hours. It's paired with steamed cabbage and red-skin potatoes tossed with sweet butter, fresh parsley, sea salt, and black pepper. Dinners are ready for you to pick up and reheat!

ORDER YOURS BY MARCH 14 (PICK-UP MARCH 15-17)
Dinner for One \$13.99 • Dinner for Two \$24.99

Place your orders in stores or at DorothyLane.com/StPatDinner

DON'T FORGET TO GRAB YOUR IRISH SODA BREAD



DOROTHY LANE MARKET

HEALTH FAIR

MARCH 28 20
20

11 A.M. — until 3 P.M.

DLM Springboro

ASK THE EXPERTS!

Come to the 18th annual Health Fair at DLM Springboro, a free event Saturday, March 28, 11 a.m.-3 p.m., and bring your health questions. With more than 20 companies representing everything from natural body care and nutritional supplements to aromatherapy and wellness practitioners, there will be plenty of experts. Wind your way around both the lower level and upper mezzanine to try lots of samples, attend seminars, and enter to win door prizes. DLM Springboro also has a passenger elevator and is handicap-accessible. So mark your calendars and come for the health of it!

Joy | Healthy Living Director

PARTICIPATING VENDORS INCLUDE:

Ancient Nutrition, Garden of Life, Amrita Aromatherapy, Maui Mae's, Medella Naturals, Tallowderm, Keys Skincare, Solgar, Nordic Naturals, Charlotte's Web, and PlusCBD. Health & Wellness Practitioners: Otterbein SeniorLife, Home Care Assistance, Synergy Chiropractic, Rx Integrative Solutions, Acute Hearing, Take 2 Healthcare, and the Institute of Holistic Leadership.

FREE SEMINARS

REGISTER TO GUARANTEE A SPOT FOR YOU. DOROTHYLANE.COM/HEALTHFAIR

LONGEVITY: THE KEYS TO BECOMING YOUNGER EVERY YEAR

Are you unknowingly damaging your body by adhering to old myths and tired paradigms? Have you developed habits that seem unshakable? Let's have a discussion about simple tools, strategies, and approaches. Gary Huber, D.O. with Huber Personalized Medicine spent 20 years as a board-certified Emergency Medicine physician before evolving his practice to integrative care.

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

OUR MICROBIOME: WHAT IS IT & WHY IS IT ESSENTIAL FOR HEALTH?

Our gut bacteria (microbiome) plays an essential role in our health. Learn how our diet and environment can influence the integrity of our microbiome as well as specific foods and nutrients that provide a healthy balance. Presenter Lori Kelch is a nutrition and wellness educator with more than 20 years of experience.

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

MARCH 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Wedding Showcase (S) 11 a.m.-3 p.m. HANDS-ON COUPLES' CLASS Amazing Andalusian Cuisine (CC) 1-4 p.m.	2	3 HANDS-ON CLASS PETITE CHEFS' GRADES 1-3 Baking from Scratch (CC) 4:30-6 p.m.	4 Oyster Happy Hour / Wine Tasting (W) 4-7 p.m. Cooking with Grains (CC) 6-8:30 p.m. +	5 Chefs' Plates/ Wine Tasting (W) 5-8 p.m.	6 Oyster Happy Hour / Wine Tasting (S/O) 4-7 p.m. Seafood Supper Club: Shrimp & Grits (CC) 6-7 p.m.	7 Rise & Shine Yoga—Free (S) 9-10 a.m. Wine Tasting (W/S) Noon-5 p.m. (O) 2-6 p.m.
Flower of the Month Hyacinth 	9 Grist-Style Soup & Sandwiches (CC) 6-8:30 p.m.	10 HANDS-ON CLASS JUNIOR CHEFS' GRADES 4-6 Cook the Classics (CC) 4:30-6 p.m.	11 Oyster Happy Hour / Wine Tasting (W) 4-7 p.m. Pizza & Pint Night (W/S) 11 a.m.-9 p.m.	12 Chefs' Plates/ Wine Tasting (W) 5-8 p.m. HANDS-ON CLASS Charcuterie 101 (CC) 6-8 p.m.	13 Oyster Happy Hour / Wine Tasting (S/O) 4-7 p.m. Scott & Fred's Fish Fry-P-A (W) 5-8 p.m.	14 Wine Tasting (W/S) Noon-5 p.m. (O) 2-6 p.m.
15	16	17 ST. PATRICK'S DAY	18 Oyster Happy Hour / Wine Tasting (W) 4-7 p.m. California's Central Coast Food & Wine (CC) 6-8:30 p.m. +	19 Chefs' Plates/ Wine Tasting (W) 5-8 p.m. A Rustic Italian Food & Wine Dinner with Chef Liz (CC) 6-8:30 p.m.	20 Oyster Happy Hour / Wine Tasting (S/O) 4-7 p.m. Seafood Supper Club: Scallop Piccata (CC) 6-7 p.m.	21 Wine Tasting (W/S) Noon-5 p.m. (O) 2-6 p.m.
22 Sandwich of the Month Chesapeake Crab Cake Sandwich 	Naples-Style Pizza of the Month White Clam 	24 HANDS-ON CLASS Cake Decorating 101 (CC) 6-8:30 p.m.	25 Oyster Happy Hour / Wine Tasting (W) 4-7 p.m.	26 Chefs' Plates/ Wine Tasting (W) 5-8 p.m.	27 Oyster Happy Hour / Wine Tasting (S/O) 4-7 p.m.	28 Health Fair (S) 11 a.m.-3 p.m. Wine Tasting (W/S) Noon-5 p.m. (O) 2-6 p.m.
30	31	DOROTHY LANE MARKET 				

Spring is Nearing

When it comes to flowering bulbs, it is true that large, robust bulbs produce big, strong flowers. And vice versa, as small, weak bulbs produce ones that are just that. It's with great relief that the local growers who grow our potted bulbs use only the largest size bulbs available. We choose to partner with them because it makes a huge difference in the flower you'll see and the fragrance you'll enjoy.

The fragrance of our blue hyacinth is intoxicating, but not overpowering. It combines the color of paradise with a fragrance of heaven. In my house, it blooms for about two weeks. For immediate color and fragrance, a blooming hyacinth is best. To watch the mystery unfold from start to finish, choose a pot in which the buds are just starting to emerge.

POTTED BULB CARE TIPS

Potted bulbs are easy, almost foolproof. They do best when placed in a well-lit area. Too much water will shorten the bloom life, so just slightly moisten the soil and let it dry out before moistening again. Under-watering is much better than over-watering. As a rule of thumb, sprinkle the soil of the pot with about ½ cup water then wait till the surface is completely dry before watering again.

Many customers report success in planting outside after blooming. Plant the bulbs several inches deep in plenty of direct sun.

Shant | Floral & Plant Director




Once upon a time, there was an enchanted land of Pâtisserie wonders waiting to be explored.

Spring Fling
Pastry & Food Show
 April 23 • 7-9 p.m. • \$50
 dlm springboro

Tickets available at Guest Services or online
DorothyLane.com/SpringFling



View all events at DorothyLane.com/Events

Unless otherwise indicated, events are at all stores. (O) Oakwood (W) Washington Square (S) Springboro (CC) Culinary Center (registration required) + Find additional events for this day online. Events are all subject to change based on weather and availability.

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Stuart | Floral & Plant Director



PICK-YOUR-OWN 10-POINT DAYS!

EARN 10 POINTS FOR EVERY \$2 SPENT!

Today is my 10-Point Day!

Bring this coupon in any day in March 2020 to redeem.

VALID THROUGH 3/31/2020. NO CASH VALUE. Excludes wine, beer, postage stamps, and gift cards. Club DLM card must be presented at time of purchase. Not combinable with any other offers.



dLM

DOROTHY LANE MARKET

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Today is my 10-Point Day!

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dLM

DOROTHY LANE MARKET

Weekday Grocery Shopping?

It's easy as pie!

Order groceries online, schedule a pick-up or delivery, and save \$10 OFF \$60+ order with code.

Limit 1 • Expires 03/31/2020
Merchandise total of \$60+
excludes stamps, gift cards, and
alcohol.



\$10 OFF \$60+ WITH CODE: SPRING2020



DOROTHY LANE MARKET

6135 Far Hills Ave. Dayton, OH 45459

DorothyLane.com    

ADDRESS SERVICE REQUESTED

DLM GIVES BACK

Approximately

\$33,059

WORTH OF PRODUCTS
DONATED TO LOCAL
FOOD BANKS IN JANUARY



Experience
the **DLM**
Difference

BE IN THE KNOW
Access savings & event info
via our e-newsletters.
DorothyLane.com/Enews



HEALTH FAIR

MARCH 28 ²⁰/₂₀ 11 A.M. ^{until} 3 P.M.

DLM Springboro
FREE Admission



*Spring
Fling*
**Pastry &
Food Show**
April 23 • 7-9 p.m. • \$50
dml springboro

Tickets available at
Guest Services or online
[DorothyLane.com/
SpringFling](http://DorothyLane.com/SpringFling)

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