

**What the heck is Joe's about?**

Establishing who you are as a business is not as easy as one would think. We have, from the get go, provided a comfortable unpretentious atmosphere combined with uncompromising food quality. Over the years we have found out what we are not – I guess we are not really a diner! Who knew? Santa Fe expected diners to be greasy spoon and cheap. But we remembered the Fog City Diner, Empire Diner – really good food at reasonable prices. So, after 7 years of operation the most succinct way to say it is –

**“ Joe's, where local farming and great food come together”.**

-----

***Dija Know...***newsletter #3

***What's new and happening at Joe's***

Many of you ask **who that enthusiastic smiling “chef” is, standing outside** in rain, sleet, snow, and searing sun, waving wayward hungry guests in to Joe's. That is Robert. Robert has done more to entice new and returning guests to Joe's than any other marketing medium we have tried. We love him dearly!

-----

Joe's is now using **organically grown New Mexico flour** for pastries and pizza and some breads. This is a proud step forward for us, for you.

-----

We are in the process of **testing gluten-free flours** for those who are sensitive to gluten. We're not there yet, so hold on a bit longer.

-----

Roland, Sheila and Christiana were a hit entertaining, feeding and educating shoppers at the Farmers Market in August. **Roland demonstrated the making of fiore di latte** (literally, flower of the milk). We offered it combined into an Insalata Caprese and our famous Margherita Pizza.

-----

Here at Joe's we believe so much in what Michael Pollan articulates in his brilliantly written **The Omnivore's Dilemma**, that we offer it for sale at below retail price. A profound statement, engagingly woven tale.

-----

One of the best of Santa Fe Brewing Company's **beers is Oktoberfest** due mid September. Remember – every Wednesday, all beers are ½ price!

(Page 2)

Our passion for local farmers' products continues stronger than ever after 14 years. At harvest time it is easy to get excited about the colorful sun-ripened veggies and fruits. This is the ONLY time of year that Joe's offers its famous **Margherita Pizza and Insalata Caprese**. Why? Once you taste it with fresh mozzarella (we make daily) and local succulent heirloom tomatoes ...how could it be any other way??!

-----

*Joe's Wine Dinner Wed Sept 23.*  
See menu next page. This is a limited seating event and will be a friendly convivial evening for locals and visitors alike.

Make reservations by talking to Roland, Sheila or Debbie or call us at Joe's (505) 471-3800.

-----

The answer is YES. The question is – “have we been duped by the ‘organic’ label?” A couple of years ago, Congress dumbed down the word organic mainly to allow the importation of so-called organic foods from countries such as China whose labeling laws are much less impeccable even than ours were. So what???

Consequently organic foods produced anywhere and allowed for sale in the U.S. have far less stringent standards than previously. So what??

So...Roland and Sheila have made it a FAR more important criterion to **KNOW YOUR GROWER**. Far less important is the label ORGANIC. We will choose foods from farmers and ranchers who treat their animals respectfully, who grow their produce with love and care over one who can merely show us a piece of paper – “certified organic”.

## Joe's Wine Dinner

Wed Sept 23 6:30pm

We'll begin with Chardonnay and Hors d'oeuvres  
on the patio

Joe's House-smoked Salmon and creamy Chèvre on  
cucumber rounds (Chevre from South Mountain Dairy)

Milagro Chardonnay

At dusk, we'll move into the Red Room for  
Mesquite & Honey Grilled Eggplant Soup  
(vegetables Matt Romero and Green Tractor, Honey from Bucking Bee)

Milagro Merlot

Insalata Caprese

(Joe's House made fiore di latte and Dave Fresques' heirloom tomatoes)

Milagro Red Table Wine (Zin, Cab & Merlot)

Rack of Lamb and Tenderloin of Highland Beef  
with medley of local Vegetables

(grass-fed and organic from Shepherd's Lamb and Pecos Valley Ranch)

Milagro Cabernet Sauvignon

Seasonal Fruit Crêpe (peach, pear & plum) &

Chèvre with wine reduction

(local and organic fruits from Synergia Ranch)

Dessert Wine

Coffee, Tea or Espresso

89. Per Person

Reservations: Deb or Roland 471-3800

(Vegetarian Dinner available, please enquire)