

What the heck is Joe's about anyway?

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 - we are not really a diner! Who knew? Most people expect diners to be greasy spoon and cheap. But we recalled the Fog City Diner, Empire Diner - really good food at reasonable (but not cheap) prices. So, after 7 years of operation the best way to say it is -

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

In 2008, Joe's spent over **\$30,000 on locally produced foods** from New Mexico farmers and ranchers, more than any other restaurant in Santa Fe. The figures are in for **2009**. In spite of reduced revenues, **we increased our local purchases to \$50,982** - a 69.9% increase. This reflects the strength of our commitment to local sustainable food production. This, more than anything else, is what Joe's is all about.

Archived newsletters – if you wish to read any past editions, they are displayed in the book on the front table.

Joe's hand-made French chocolate truffles. They are divine and just the right petite sweet finish to a meal when you really don't want a full dessert. \$1.79 each and 5 for \$7.49.

Spaghetti and Chianti Tuesday is back! And ... **at a reduced price!** Tuesdays we offer Spaghetti Bolognese, Caesar Salad and a ½ liter of great Chianti for the **astounding price of \$29.95 for two.** (It was \$39.95 for two.)

Joe's has been selected to host a dinner for 60 representatives of local Farmers Markets from all over the state of New Mexico. We are honored.

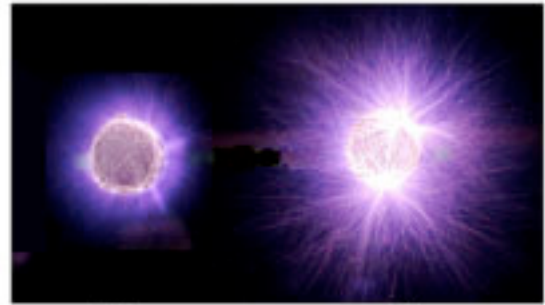
Joe's

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“Dija Know...”

Joe's newsletter #16B

Enhanced Product



Before After

“Be all that you can be” could soon take on a new meaning here at Joe's. If you've forgotten what it feels like to feel really good all the time, to feel relaxed but full of energy and mentally alert, you may be vitally interested in the cutting edge technology we are bringing to Joe's. It's called the EESystem (Energy Enhancement System). The Chinese are using it for their Olympic athletes and in health clinics. Several doctors, spas and health care practitioners world-wide have it installed to rejuvenate, recharge and support the health of their clients. It's in corporate conference rooms and martial arts studios and it will soon go mainstream. However, at this point, no other restaurant in the world is offering it for guests' benefit. Just like the substance in the photo was enhanced, human beings too experience an incredibly broad range of benefits by exposure to the purely beneficial EESystem. We plan installation of this ground-breaking technology by March or April. Why are we doing this at Joe's? Why not! Roland and Sheila are keenly interested in new frontiers. The EESystem has affected them deeply so introducing it to Santa Fe right here at Joe's seemed a logical and natural decision. We will not make health claims - that is not our intent. What we want is to give you the OPTION for re-charging yourself on every level affordably, effortlessly, non-invasively and to enhance your whole dining experience in the Red Room of the restaurant, where it will be installed. It is completely benign with absolutely no negative effects, on the contrary, only positive results. The main Dining Room will continue as is with no

alteration whatsoever. If you have no interest in the EES, the main dining room is the place you will want to be.

At this stage in our lives, job satisfaction for us comes from more than just the routine of running a business. **Having a vision and brining it to life**, is what we are doing here. We are excited beyond words to introduce what has benefitted us to Santa Fe and to you. Q&A and info are available on front table.

Gift Cards - always used, always appreciated, Joe's gift cards bring the purchaser a gift too!
Purchase \$100 worth of gift cards, and get a free \$10 gift card for yourself!

Positive news for 2010: From The Trends Journal edited by Gerald Celente, we find some sane, welcome and timely **predictions**. Celente has been very accurate in predicting trends for decades. **First** - we are becoming more discriminating in our eating habits, **eating less and eating better** quality (*see our comment, the High Price of Cheap Food in Newsletter #8*). Glad to hear it! We have shortchanged ourselves for decades with fast non-food, cutting corners with our food budgets and paying higher and higher costs for treating diseases that may well have been prevented by eating good, real, whole un-messed-with food. **Second, he also predicts a revival of elegance** - quality clothing and fashion. Gosh, I hope that means young men will ditch the baggies and pull up their pants! **And third, the buy local habit will be practiced by more and more of us.** Good food, elegant fashion, shopping at local merchants - sounds encouraging!
<http://www.trendsresearch.com>

We will be a participant in the **first New Mexico Restaurant Week Feb 28 - March 6**. Watch for our special menus.

Again drawing on Michael Pollan's writings, here's a neat little eating guideline - **Don't eat anything your great grandmother wouldn't recognize as food**. This is a great rule of thumb in groping our way through the hazy maze of corporate pushers and marketers of "food-like products." Consider the Twinkie, Yogurt in a Tube, Yoo-hoo drink, Coco Puffs, Cheerios, Healthy Choice's anything, chewing

gum, "nutritional" bars, etc. --- not food, but food-like products. I'll betcha granny would not recognize any of them as something with which to nourish her family.

Michael Pollan's profound insight on food in his engagingly wove tale, **The Omnivore's Dilemma**, articulate so accurately how we feel about food, that we offer it for sale. As well we offer the young person's edition.

Grass fed and finished. Why is that important? First of all, no we can't do it 100% yet at Joe's. It's far more expensive, worth every penny; however there is not yet a big enough demand and market for locally raised (not shipped in) **grass finished** meats, as opposed to corn finished. The research on grass-fed meats is clear. A grass-fed and finished cow's meat profile is very much like that of wild venison and elk. Grass-fed meat has fewer Omega 6's and saturated fat, more Omega 3's and CLA (conjugated linoleic acid). Without going into detail, this is extraordinarily good for humans who choose to eat meat. Cows, sheep, goats evolved to eat grasses, not grain or corn. If they eat much corn or other grains they become sick, which is why they are pumped full of antibiotics in feedlots. Corn fed and finished meat has a disproportionate amount of Omega 6's and saturated fat - yes this is the marbelling we so adore, but in a word, it is lethal. It is highly implicated in heart disease and diabetes. By the way, don't be fooled by labels. **"Natural" is not as good as grass-fed and finished.** Even **"organic" is not as reliable**. The meats we buy from Pecos Valley Ranch, Wild West Buffalo and Shepherd's Lamb are grass fed and finished. These three are among the very few sold in New Mexico that meet that standard.

We are featuring **Milagro Vineyard's Corrales Red Table Wine**. Their wines are estate grown and produced. Their grapes are not shipped in from elsewhere before making their wines. This is a beautifully balanced blend of Merlot, Zinfandel, Cabernet Franc and Cabernet Sauvignon.