

◆ **When your pie is heated here at Joe's**, it is heated in a regular oven, not in a microwave. We do have a microwave on premises, however it is used very seldom. We have never been fans of the microwave and recent research confirms that microwaves violently rip the food molecules apart rendering nutrients inert or worse, carcinogenic. That's why your pie will take a little longer to heat in the tried and true oven.

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

Establishing who you are as a business is not as easy as one would think. We have, from the get-go (2002), provided a comfortable unpretentious atmosphere combined with uncompromising food quality. 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 and probably in all of New Mexico. In spite of decreased revenues, in **2009, 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. So, after 7 years of operation the best way to say it is -

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

◆ **Joe's hand-made French chocolate truffles.**

They are close to divine. Who do you know that wouldn't LOVE a little red bag of truffles? \$1.79 each and 5 for \$7.49. ♥

◆ 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 guests to Joe's than any other marketing medium we have tried. We love him dearly!

◆ **Tuesday is Spaghetti and Chianti Night at Joe's.** \$29.95 for two will get you Caesar Salad, Spaghetti with homemade Bolognese and a great bottle of Chianti. Wadda deal!

"Dija Know..."

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How sweet it is - sugar and it's substitutes, a sticky issue.

◆ There are a lot of sacred cows in people's food preferences and nothing is more sacred than a person's loyalty to their **sweetener!** Sugar, raw sugar, honey, corn syrup, maple syrup, NutraSweet, Equal, Splenda, saccharine, stevia... what have I missed? Years ago (the 70's?) we were persuaded that sugar was evil, that it caused obesity, hyperactivity, diabetes etc. Question: which came first - the demand for a sugar substitute ... or the introduction to the populace of sugar substitutes by manufacturers? I have found (skeptical that I am) more often the order is reversed -- the artificial substance is created (motivated by profit alone) supported by enormous marketing campaigns. Bewitched, we then become convinced that this "new" product will solve our problems. We saw this happen with margarine and egg substitutes replacing butter, coconut oil and real whole eggs, three perfectly good foods. Anyway I'm kind of off topic, back to sweeteners. We were recently criticized for offering such excellent quality food choices and such crappy sweetener choices. OK... I said, I'll look into it. The guest was right. In order to stay consistent with our food philosophy, we really have to begin to offer better sweetener choices and remove the proven toxic ones. **Aspartame (NutraSweet, Equal)** studies are incriminating beyond redemption. The list of biological effects is monstrous - heavily weighted toward brain and neurological damage and also weight gain. Interesting - that weight gain thing in a "diet" product! Unfortunately aspartame is still in many drink and food products and it is difficult to replace an ubiquitous substance when there are monopolies involved - the soft drink industry for one. **Sucralose (Splenda)** is little, if at all, less harmful. It has also a huge list of documented

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symptoms: cramps and GI disturbances, numbness, temporary loss of vision etc, etc. Frankly it's just not worth taking the risk to offer in the sugar bowl these two substances to our guests. So instead we will offer the following three choices - white sugar (believe me Raw sugar has absolutely no redeeming properties except the beige appearance of being more "healthy"), saccharine, which has stood the test of time as a substitute used in moderation, and a Stevia product which again has stood the test of time - 1500 years in the Japanese and South American cultures. The stevia plant, native to Paraguay, is approximately 300 times sweeter than sugar. With a glycemic index of zero and no calories, stevia also reduces cravings for sweets. Fancy that! I do hope you as our guest will be happy with these choices and see it as a reasonable solution to a conundrum. Roland and I personally do not (knowingly) ingest artificial, fake or partial foods (like skim milk, artificial sweeteners, decaffeinated coffee, etc) BUT...we do not in any way want to make your food decisions for you. We are merely trying to stay aligned, as far as practical affordable and possible with our food philosophy. After all if you are convinced you must have Equal, Splenda, or whatever, you can always carry it with you. By the way, I haven't researched this fully and it sounds crazy to me but there is some evidence to suggest that good ol' sugar, IN MODERATION causes fewer or less severe sugar spikes than certain high glycemic index foods!

◆ **Closed July 4th.** Joe's will close Sunday July 4th and Monday July 5th. Going fishing.

◆ **New! Sundays have been added to the 7:30 opening.** So that makes it Tuesday through Sunday 7:30AM to 9PM. On Sundays additional brunch items will overlap at 9AM through 2PM.

◆ A few guests have been upset that we have **included the tip on a certain coupon.** A few others of you have said - what a good idea. Now I'll tell you exactly WHY we are doing that. Certain guests **tip only on the after discount total** on the bill. That is just not right. Good waiters are not easy to find or to keep. Roland and Sheila are willing to take the financial hit that a coupon costs the business. We are not willing for our wait staff to do so. The service they provide and therefore the tip is based on total cost, pre-discount, of what has

been served to the guest. Waiters are paid 2.13 an hour. Do the math - their tips are the way they make their living.

◆ Have you tried our **Sticky Buns**? We bake them fresh every morning now. Mmmm.

◆ We are not trying to be a health food restaurant, but the longer we are in the food industry **the deeper our respect grows for food** - it's power to sustain, to bring joy and pleasure, to nurture community and even to heal. This respect is for whole, real, unfractionated, non-synthetic, local, unmessed-with, often organic, non-GMO, non-irradiated, sustainable and...delicious food. And of course its complement - good beer and wine. To bring this quality of food to you is our purpose. And you can read a delightfully written book that articulates how we feel about food by Michael Pollan, **The Omnivore's Dilemma, offered here for sale.** Required reading for anyone who eats!

◆ **Breakfast Club.** Does your group need a place to meet for breakfast between 7:30&11AM? Call us ahead and reserve for your group of 6 or more TU-SAT and Joe's will take 15% off your bill.

◆ **Is it really local?** All kinds of businesses are jumping on the "buy local" bandwagon now that it's becoming chic. The only way to really know how committed a business is to buying locally, is if they divulge (honestly) their purchase figures. How much do they really spend on local goods? I can think of at least one grocery chain here that touts that it buys a lot of local produce. Not! Now, it just isn't possible to exist totally on locally produced goods - after all, life would be unbearable without chocolate! But we can take the next step - who made it into chocolates or cake? Was it the Nestle conglomerate? Or perhaps Santa Fe's own Senor Murphy or C.G. Higgins or Joe's? Find local businesses: santafealliance.com/farmtorestaurant/

◆ Joe's signature **latte cups, beer glasses and wine glasses** can be yours. Yup they are all for sale. Ask your waiter.
A partial list of local ingredients we use: grassfed and grass finished beef, lamb and buffalo, chicken livers, chile, eggs, New Mexico grown organic flour, goat cheese, fruits in season, veggies and salad greens.