

◆ It's important to us that you receive **the pace of service you desire**. Please do not hesitate if you are **in a hurry** to state that to the host or waiter. We will guide you away from dishes that take more preparation time and do everything we can to expedite your meal - short of eating it for you. By the same token, if you are in for a leisurely meal, indicate that as well and we will pace it accordingly.

◆ We offer for sale Michael Pollan's delightfully written book **The Omnivore's Dilemma**, that articulates how we feel about food. Required reading for anyone who eats!

◆ **15% off Breakfast Club**. Does your group need a place to meet 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.

◆ **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. ♥

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

◆ **Oh my goodness**, we have been bowled over by the diligence and detail you have put into your breakfast ideas. The **free breakfast for a week - draw will end Fri July 23**, so if you failed to put your contact info on your entry, please do so before then. Ask your waiter for details.

◆ Which brings up the word "waiter". To heck with PC - we refer to our front of house team as **'waiters', not 'servers'**. Waiting tables has a long and honored history and in our opinion is a real profession. 'Server' is just too close to 'servant' in its etiology. So that may explain why we maintain the use of the non-gendered word, 'waiter' (like baker, dancer, gardener, lawyer, painter etc.) your meal?

JOE'S

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"Dija Know..."

Joe's Restaurant Newsletter #37 July 2010



◆ **Returning to the GM food subject**. (GM = genetically modified). Government and corporate incest is so staggeringly rampant these days you couldn't make this stuff up. The door between corporate "jobs" and government "appointments" swings non-stop. The system is glaringly corrupt with no checks and balances. What ever happened to the ethic of conflict of interest? Relevant to our food supply, one, just one, example: our new food czar responsible for the 2009 food safety legislation, HR 875, which I told you previously has put a number of local small farmers out of business, was once attorney for Monsanto and also Monsanto's VP for Public Safety (say again?!) Michael Taylor is his name. Yup, the fox is being paid (by us) to guard the henhouse. Mr. Taylor's job will be to destroy small farming with burdensome and costly regulations under the guise of protecting the US food supply.

Corruption and a vicious lack of conscience are the earmarks of the GM machine. Dow, Dupont and Monsanto are the controlling giants. Monsanto, remember, produced Agent Orange which caused so much suffering and death. They of course had the legal resources to buy their "innocence".

The GM story plays out in our lives with deception and utter disdain for human health. And I fear it may be too late to turn this movement around and save our food supply. GM is being sold to us as a panacea for world hunger. A common theme I have learned is that when profit and power-driven giants claim altruistic purpose, you can always, yes always, count on the precise opposite. If Monsanto says its GM "foods" will cure world hunger, you can be assured of the unthinkable opposite.

(Suggestion: research what has happened to farming and farmers in India using GM seed).

In the 9 years after the imposition on the US of GM foods multiple chronic diseases nearly doubled, food allergies skyrocketed and there was a marked rise in asthma, autism, obesity, GI conditions and certain cancers. Also there has been a precipitous decline in bee populations. As they say, “No bees, no food, no people.”

Furthermore, testing genetically modified crops is prohibited - testing for yield, production, safety, side effects in humans, animals, the environment ...anything. Why? These GM giants require that anyone buying their GM seed, *waive their right to do independent research.*

So...what to do? We come full circle to “thinking globally, acting locally”. KYG (know your grower), buy from your local farmers, visit their farms (they have open house events), ask questions, do research, read labels, eat less but eat better, start a garden and by all means, save seeds. No, not GM seeds - they are sterile and will not reproduce! (Hmmm, interesting, eh?) Save heirloom seeds of organic varieties. Buying food from Walmart and McDonald’s will fill your tummy cheaply - but the real cost is *very* high. Education and research are our most potent tools. Then as long as we preserve our freedom we can choose our food sources.

◆ **Henry Natter Sancerre 2006** - We picked up this wonderful summery bin end recently and have only a few bottles. It pairs well with salads, appetizers, chicken, fish and seafood. It has crystal clear minerality, moderate acidity, subtle but somehow deeply satisfying. \$49 for the bottle; but remember on **Saturdays all bottled wines are ½ price! (\$24.50 for a Sancerre on Saturday!)**

◆ **Herbal iced tea** now available!

◆ We are happy to report that your feedback about including **the tip on one of our coupons, has** been very positive. Here is 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.

◆ Some **GF items** we offer: gluten-free pizza, calamari (we dust it with rice flour, and then flash fry it), latkes and crab cakes (on Sundays). For those who are moderately gluten sensitive there are many other obviously GF items. If you are dx celiac, of course you must be more discriminating in your choices.

◆ Joe’s signature **tee shirts, latte cups, beer glasses and wine glasses** can be yours. Yup they are all for sale. Ask your waiter.

◆ **Mimosas** are available every day, but somehow they make Sundays even more special. At Joe’s you get **your own split** of Mumm Napa Brut “champagne” opened at your table with fresh OJ, thus avoiding flat bubbly from a long opened bottle.

◆ Many of you know exactly **what we are doing here at Joe’s**, what drives and inspires us, but for newbies it bears repeating. Roland and Sheila established Joe’s (2002) as a diner - our intent being to offer an unpretentious comfortable atmosphere where locals would choose to eat frequently. One of our tag lines is “when you’ve been there and done it all, come on home to Joe’s.” We had and have no intention to compromise on quality of ingredients, we have always been the Santa Fe leader in utilizing Farmers Market products and we target a clientele who appreciates all of those qualities in a restaurant. We are not a cheap greasy spoon diner. Bringing you really good quality food at a fair price is what we do. We are committed to *our* health (yes we eat our own food daily!) and to *yours*. Service that is friendly, but not overbearing is also what we strive for. These are all important components of our business.

Here is a partial list of local ingredients we use: local grass-fed 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, local wines and beers and some breads.

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