

(Page 4)

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

We now offer **gluten-free pizza**. If you are GF, please ask your waiter about other GF items that have always been on our menu. One suggestion is **Calamari**. We can make it to order with rice flour, and are happy to do so - it may take a little longer but is most certainly available.

We can't put everything on the menu so with a little imagination, there are some combinations that have become favorites with regulars.

If you like **smoked salmon with your scrambled eggs** for breakfast, go ahead and order it. We always have our house-smoked salmon.

For **Sunday brunch**, **Sheila's favorite** is 2 slices of Canadian bacon topped with spinach and 2 poached eggs with a generous drizzle of Hollandaise - **no gluten and low carbs!**

We at Joe's are so much in alignment with what Michael Pollan articulates in his brilliantly written **The Omnivore's Dilemma**, that we offer it for sale. He makes a profound statement through an engagingly woven tale. We also have the young person's edition now.

Wine doggie bags - On Saturdays all bottled wines are ½ price. Remember if you can't finish the bottle, we have special LEGAL wine bags for you to take the remainder home.

Joe's
2801 Rodeo Rd at Zia Road
Santa Fe, Nm 87507
505-471-3800 www.JoesSantaFe.com

"Dija Know..."

Joe's newsletter #12B



Roland and Sheila turn over the Pizza Etc. reins to a new generation of pizza makers. Left to right: Sheila, Maria, Roland, Gabriela, Sergio, Oscar Jr. (Missing: Oscar Sr. and Sergio, Jr.)

Roland and Sheila Richter, owners of Pizza Etc. since 1995 are pleased to announce that long time staff members have formed a partnership and have **purchased Pizza Etc.** Most notable is Sergio Baray who has worked at Pizza Etc. since 1997 and managed the business since 2006. We are confident that the tradition of high quality food and friendly service will continue. Congratulations to the Baray and Rivera families!

Our Take-out **Thanksgiving Dinner** (complete or a la carte, ready to heat & serve) is almost SOLD OUT. So don't delay, if you have been considering it.

Patty Karlovitz editor of **Local Flavor Magazine**, published some kind words in her last issue about Joe's: "Friends of mine recently had lunch at Joe's. They reminded me of how committed Chef Roland Richter is to buying local meats and produce, even in this tough economy. They also wanted me to pass on an enthusiastic shout out for Joe's - a friendly place to enjoy some of the best comfort food in town! I love my readers. They know what they like and they like Joe's."

Spaghetti and Chianti Tuesday is back!
And ...at a reduced price! All day
Tuesdays we offer Spaghetti Bolognese,
Caesar Salad and a ½ liter of great Chianti
for the **astonishing price of \$29.95 for
two.** (it used to be \$34.95 for 2)

From Michael Pollan's books -- it all starts
with corn. Our current food chain is built
around what is called **number 2 field
corn.** Number 2 field corn is a far cry
from that small wild grass that started in
Central America and was revered by
indigenous cultures for centuries. Be it
known that our farmers are not getting
rich growing number 2 field corn. They
are trapped in the cycle of this artificially
produced and controlled food chain just as
we all are. Farmers are subsidized to grow
one crop. (They used to grow many crops
- it was called "mixed farming". I know
this first hand because I come from a
Saskatchewan farm family who started
farming in 1899 as homesteaders). Back to
the point. Corn surpluses increase each
year. There is so much surplus corn that
new uses must be found for it. Two
companies dominate and PROFIT big-time
from this "machine" - Cargill and ADM.
They control the beginning, the middle
and the end of this food chain from seed,
pesticide, fertilizers, storage, shipping,
milling, feeding corn to animals and then
slaughter. And, of critical importance, they
are huge players in *writing the legislation
that governs this whole game.*

Next issue, I will reveal all of the products
we consume and use each day that come
from number 2 field corn ... and you will
see WHY we here at Joe's are doing, in a
very small way, what we can to break this
manipulated and synthesized food chain.

**Joe's hand-made French chocolate
truffles** are a new addition. They are
close to 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.

We are featuring **Milagro Vineyard's
Corrales Red Table Wine.** Their wines are
estate grown and produced, unlike most
other NM vineyards who ship in grapes or
even grape juice from elsewhere before
making their wines. This is a beautifully
balanced blend of Merlot, Zinfandel,
Cabernet Franc and Cabernet Sauvignon.

That **inane concept 'PC'** does not fly here
at Joe's. For example 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.)

For the **lactose intolerant,** we are pleased
to offer **almond milk** for your lattes,
cappuccinos and hot chocolates.

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, 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?
Santa Feans expected 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. This reflects the
strength of **our commitment to local
regional and sustainable food
production.** This, more than anything
else, is what Joe's is all about.