

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!

## “*Dija Know...*”

Joe’s newsletter #6



### *Joe’s Wine Dinner*

*Wed Sept 23 6:30pm*

*We’ll begin with Mors d’oeuvres on the patio  
Joe’s House-smoked Salmon and creamy Chèvre on  
cucumber rounds (Chevre from South Mountain Dairy)*

*Milagro Chardonnay 2007*

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

*Milagro Chardonnay 2007*

#### *Insalata Caprese*

*(Joe’s own fiore di latte and Monte Vista Organics’ 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 2006*

#### *Seasonal Fruit Crêpe with a Zinfandel reduction*

*(local and organic fruits from Synergia Ranch)*

*Milagro Zinfandel 2007*

*Coffee, Tea or Espresso*

*Joe’s Wine Dinner Wed Sept 23.*  
*As part of the Santa Fe Wine & Chile Fiesta events, Joe’s wine dinner was, as expected, a warm and convivial sharing of our New Mexico foods with a group of locals and out-of-towners. We are so happy to say that almost **every item on the menu (except salt and pepper!) was locally grown and produced.** See menu on back page. The Wines were from Milagro vineyards and married beautifully with each of the 5 courses. You can taste these estate-grown wines as they will be offered at Joe’s for a while.*

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We now offer **gluten-free pizza.** We tested many many products and chose one that is really quite good. If you are GF, please ask your waiter about other GF items that have always been on our menu.

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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.

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Our passion for local farmers' products continues stronger than ever after 14 years. Time is now short for certain produce – tomatoes for one. 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 in season heirloom tomatoes ...how could it be any other way??!!

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 the restaurant. A profound statement, engagingly woven tale.

One of the best of Santa Fe Brewing Company's **beers is Oktoberfest** due late September. Remember – every **Wednesday, all beers are 1/2 price!**

**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 those who can merely show us a piece of paper – “certified organic”.

**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 – I guess we are not really a diner! Who knew? Santa Feans 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”.**

In 2008, Joe's spent over **\$30,000 buying locally produced foods** from New Mexico farmers and ranchers, more than any other restaurant or business in Santa Fe and probably in all of New Mexico. The figures are not quite in for 2009, but we may have surpassed that number already by September. This reflects the strength of **our commitment to local regional and sustainable food production** and industry. This, more than anything else, is what Joe's is all about.

As well, we just happen to have a **world-class chef-owner** (Roland Richter) at the helm, assuring you that all these good products are exquisitely prepared.

Food for thought... In the 70's Americans spent 30% of their household budget on food. Today that has been reduced to 18%. Hmm... could we perhaps have compromised quality of food and therefore our health for quantity and speed?