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Here 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 1/2 price. Remember if you can't finish the bottle, we have special LEGAL wine bags for you to take the remainder home.

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"Dija Know..."

Joe's newsletter #12



Roland with Oscar Rivera and Sergio Baray



Roland and Sheila turn over the Pizza Etc. reins to a new generation of pizza makers.

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 **Thanksgiving Dinner** with Diestel turkey, is almost SOLD OUT. So if you have been considering it, don't dally.

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."

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 grow each year. There is so much surplus corn each year 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 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.

Here at Joe's we are not 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 a touch 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, 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.