

(Page 4)

Another tip from Michael Pollan (Omnivore's Dilemma) - "Avoid food products containing ingredients that are unpronounceable, unfamiliar, more than 5 in number or that include high fructose corn syrup." This vigilance is warranted because 17,000 new "food-like products" are introduced to our supermarket shelves each year - products constructed purely around profit.

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".

Archived newsletters - past editions are displayed in the book on the front table.



Joe's hand-made French chocolate truffles. They are divine. Who do you know that wouldn't LOVE a little red bag of truffles? Or a few nestled in a Joe's Latte cup? \$1.79 each and 5 for \$7.49. ♥

Joe's

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

"Dija Know..."

Joe's Restaurant Newsletter 23



New Mexico Restaurant Week runs Sunday Feb 28 through Sat March 6. Make reservations now. \$25 per person. Joe's is offering the following menus:

First Course

Assorted Antipasto — House-made fiore di latte, mesquite-grilled vegetables and cured meats

Thai Shrimp Bisque — Coconut milk, shrimp and a touch of Thai curry won the prestigious Best of Show at Santa Fe's Souper Bowl Contest

Torta Di Gorgonzola — Sweet gorgonzola layered with mascarpone cheese on a bed of arugula accented with candied pecans

Second Course

Pomegranate Roast Duck — Tender, crispy roast duck glazed with pomegranate served with sage buttered gnocchi and Bavarian red cabbage

Medallions Of Pork Tenderloin — sauteed in butter and dressed with a sundried cherry and Merlot reduction, served with haricot vert, baby carrots and Farmers Market fingerling potatoes

Lobster Ravioli — Lobster and cheese-filled pasta pillows in roasted butternut squash and saffron cream sauce

Third Course

Truffles — Duo of housemade French chocolate truffles in mocha and hazelnut

Triple Berry Peach Pie A La Mode — Warm homemade pie with vanilla ice cream

Tiramisu — Espresso-laced lady fingers in mascarpone and Marsala zabaglione

<http://newmexicorestaurantweek.com/>

Sunday Brunch at Joe's (9am-2pm) is often a family and group affair. Church groups, as well, gather after services for our delicious Brunch dishes. Roland's recent favorite is Potato Latkes topped with our house-smoked salmon, poached eggs and Hollandaise, best served with a salad instead of home fries. mmm...

Wake up gently on Sunday mornings to Alan Hutner's 26-year running Sunday morning program on KBAC FM 98.1, **Transitions Radio Magazine**, that he hosts with his partner **Elizabeth Rose ("Rosie") - 8AM - 11AM**. We are happy to be the newest sponsor!

Eating oil - most supermarket food travels an average of 1,500 miles to get to your plate. In a typical frozen dinner at least 5 of the ingredients are shipped in from a foreign country. On the other hand, Farmers market foods are typically grown within 50 miles of your dinner table.

(Page 3)

Joe's is a sponsor of the **Wednesday Night SF Farmers Market Movies!** The next one is Mar. 17th . www.Farmersmarketinstitute.org

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 dust it with rice flour, and then flash fry it.

As **corn increasingly dominates and pervades our food chain** (in hidden forms), some "experts" have attributed the alarming increase in childhood obesity to the ingestion of high fructose corn syrup (a cheap corn based sweetener). In 1971 5.8% of US children were obese. In 2006, that increased to 17.3%.

Trees are not the only **carbon eaters**. Grasslands remove carbon big time from the atmosphere. If the 16 million acres now used to grow corn to feed cattle in the US became well-managed pasture, that would remove 14 billion pounds of carbon from our air each year, the equivalent of taking 4 million cars off the road.

Michael Pollan's profound insight on food in his engagingly wove tale, **The Omnivore's Dilemma**, articulate so accurately how we feel about food, that we offer it for sale. As well we offer the young person's edition. We are thinking it should be required reading for any one who works here. What do you think?

NAFTA is killing our chile! Your choice of New Mexico Red or Green is in jeopardy. Our precious, defining, indigenous chile crop production is reducing each year. Why? because of cheaper imported chiles from China India, Peru and Mexico. However, there truly is nothing that compares in flavor and in freshness with our own chile. But I don't have to tell you that. Ask for and buy NM grown chile. Bueno is one company using only NM grown chile.

How close are we to being able to offer you the choice to **renew, recharge, regenerate, rejuvenate, restore, rebalance, rebuild in the EESystem technology?** Pretty darned close. We were targeting March/April and we are ahead of schedule. So...if you want to save a lot of money over the post-installation prices, we advise you not to procrastinate. Several truly inexpensive pre-launch specials are still in effect. Once the technology is in the Red Room, these prices are gone for good. See rate sheet.

Are you a carpenter or and electrician? Are you a carpenter or and electrician who would love to trade health-giving hours in our remarkable EESystem for services? Talk to Roland ("Joe") if interested. (see literature on front table or go to santafehealer.com or eesystem.com)