

◆ It's important to us that you receive **the pace of service you desire**. Please, if you are **in a hurry**, 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.

◆ **A new batch of Joe's Tee Shirts have arrived.** We decided to go with the most conscious company we could find using organic cotton. They feel great and are pre-shrunk. \$12 each.

◆ **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 Bolognese Sauce (made with local grass-finished beef) and a great bottle of Chianti!

◆ **Glenna Klein is the winner of the "Free Breakfast for a Week" draw.** However we were so surprised and pleased with the detail everyone put into your recipes, descriptions and suggestions that we want to give all of you a Joe's gift card as a token of our appreciation. Thank you!! You have all been contacted and your gift card awaits - ask your waiter.

◆ 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.)

◆ We offer for sale Michael Pollan's delightfully written book **The Omnivore's Dilemma**, which articulates how we feel about food. Required reading for anyone who eats! It will change how you view food forever.

JOE'S

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"Dija Know..."

Joe's Restaurant Newsletter Special Farmers Market
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◆ **If we don't get a good crop of local earth-grown heirloom tomatoes soon from the farmers for our famous Margherita Pizza**, there will most assuredly be an uprising. But then, there's no rushing Mother Nature. She'll ripen them when she jolly well feels like it. The farmers are guessing mid to late August.

◆ **KYG. Know your grower. Know your grower. Know your grower.** Not to beat a dead cow or anything, but the KYG principle is becoming more and more critical in our food choices. There are many imperatives for that food buying guideline, but I'll say only this -- as clearly illustrated in the film FOOD INC, there is a deliberate veil dropped between us and where our food comes from. Cavorting cows and chuckling chickens is what we see in ads. The food industry does not want you to know the truth about what you are eating because if you knew you probably would not/could not eat it. When we know the local farmer WHO grows our food and HOW s/he grows it, we can bypass the "big guys" who are manipulating our food supply for outrageous profit. Did you know that in 1970 there were 5 big meat packers who controlled 25% of the meat market. Today 4 big guys (Tyson, Cargill, National Beef, Swift) dominate 80% of our meat market. 80%! Supported of course with Monsanto's GMO corn and soy, subsidized, by the way, by all of us. That sort of monopoly is dangerous, alarming and costly. Disease can spread rampantly (as we've seen with mad cow, avian flu, e-coli, etc.) due to unconscionable crowding of animals, misguided

feeding practices (meat by-products fed to vegetarian ruminants!) and mass distribution all over the US and elsewhere. **We have a choice - our local farmers**, and they survive only with our support. We cannot continue to eat \$1.39 doz. eggs. The real cost is too high on all fronts - our health being one. A true egg with broad spectrum nutrient value, produced humanely now costs around \$3.00 or more a dozen - a bargain of perfectly packaged nutrition. Grass finished meat is more expensive *up front* than that produced by the “4 big guys”. But even the compassion factor aside, the nutrition is so *far* superior, they are like two completely different foods. I’ll say it straight out - **food cannot be mass produced. Industrialized food production has failed horribly in every way.** So here we go again - **Know Your Grower.**

◆ **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 and moderate acidity. It is 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 on only 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.

◆ Having a vision of how we want our restaurant to operate and fully executing that vision takes committed teamwork and support. We are always open to **partnering with or hiring top-notch people** with depth of experience in the food service industry, an eye for detail and a drive for excellence.

◆ We now serve **gluten free beer!** Ask for Red Bridge. And remember every Wednesday all beers are 50% off.

◆ I’m sure I’m saying what everyone in Santa Fe already knows about **water**, but perhaps for newcomers -- SF city ordinance stipulates that water be served in restaurants only upon request. This is a high mountain desert climate with limited water resources. So that’s why we serve water only upon request.

◆ **Mimosas** are available every day, but certainly they make Sundays even more special. At Joe’s you get **your own split** of Mumm Napa Brut “champagne” opened at your table with 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 high quality food frequently. One of our tag lines is “when you’ve been there and done it all, come on home to Joe’s.” Our intention is never to compromise on quality of ingredients. To that end we have always been the Santa Fe leader in utilizing Farmers Market products (our expenditures prove it) 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, locally sourced** whenever possible 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** ground beef, lamb and buffalo, chicken livers, chile, eggs, N M grown organic flour, feta cheese, fresh daily made mozzarella from local curd, fruits in season, veggies, salad greens, sprouts, local wines, beers, coffee and breads.

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