

(Page 4)

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!

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.

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.

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?

“*Dija Know...*”

Joe’s newsletter #7



Santa Fe Wine & Chile Fiesta 2009

*Another great year up at the opera grounds in company of venerable wine-makers from all over the U.S. and venerable restaurants from Santa Fe! As part of the Fiesta events, Joe’s Harvest Wine Dinner was a warm and convivial sharing of our New Mexico foods and wines with locals and out-of-towners alike. **Almost every item on the menu (except salt and pepper!) was locally grown and produced.** The Wines were from Milagro Vineyards (Corrales) and married beautifully with each of the 5 courses. Milagro grapes are estate grown, unlike most other NM vineyards who ship in grapes or even grape juice from elsewhere before making their wines. We will offer the Corrales Red Table Wine for some time here for your pleasure. ---*

Zane Fischer (Sept.30 Reporter) gave Joe’s Harvest Wine Dinner a wonderful review. And no, Zane, no matter how

much you loved the lamb and tenderloin of beef, you cannot kiss Roland on the mouth, only Sheila gets to do that! But we appreciate your edgy writing style and thanks for the kudos!

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. (WHOOOPS....currently sold out, more on order.)

One of the best of Santa Fe Brewing Company's **beers is Oktoberfest** it has finally arrived. Remember – every **Wednesday, all beers are ½ 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 and others 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 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.