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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.

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 certainly available.

The high price of cheap food:
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**? "Joe" maintains that we either pay in the beginning (preventative action) with proper and sometimes a higher investment in healthy practices such as good real food, appropriate supplements, exercise...etc. or in the end with reduced fun in life, reduced energy, chronic conditions, medications and hospital costs. Hippocrates, the Father of Medicine, said "Let your food be your medicine." It's a good start!

Keep your eye on the special boards for the **Extreme Specials if you are keeping an eye on your budget**. Every lunch there is something yummy for 7.99, and every day there is some value-oriented special.

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.

"Dija Know..."

Joe's newsletter #9



"In Full Bloom"

art quilt by Mary Olivea

For some time we have **featured local artists on Joe's walls** – Leah Saulinier, Constance Hughes, Rick Alt and of late the Art Quilters of Santa Fe. Mary Olivea is prominently featured with both her quilts and her Santa Fe Cow Girls prints. Think about the approaching gift-giving season and keep our local artists in mind. These beautiful art quilts and other prints make wonderful one-of-a-kind gifts. Constance Hughes' striking "Women as Warriors" series is displayed for sale in the ladies' powder room.

We are continuing to feature **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. The Corrales Red is a beautifully balanced blend of Merlot, Zinfandel, Cabernet Franc and Cabernet Sauvignon. We will offer it for some time here for your pleasure.

Here at Joe's we do refer to our front of house team members as **"waiters", not "servers"**. Waiting tables has a long and honored history and in our opinion is a real profession. Serving 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. No, **we do not carry soy** milk – don't even go there – too long a story!

It's not too early to start thinking about your **Thanksgiving** needs. Joe's will again be offering full dinners or a la carte items, all wrapped for easy heating and serving. The turkeys are natural from Sheltons and all the traditional fixins' will be offered.

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 guests to Joe's than any other marketing medium we have tried. We love him dearly!

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 far less stringent than ours were. So what??? Consequently organic foods produced anywhere and allowed for sale in the U.S. have far lower 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 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. 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.

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 deliciously prepared.