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.

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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.

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When **we heat your pie**, please allow a reasonable amount of time. We do not microwave it. It goes into a normal oven producing real heat, not "tiny waves."

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Wine doggie bags – on Saturdays all bottled wines are ½ 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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New! Joe's hand-made French chocolate truffles. 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.

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For the **lactose intolerant**, we are pleased to offer **almond milk** for your lattes, cappuccinos and hot chocolates. No we do not offer soy milk – don't get me started on the soy subject!

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Happiness is not passive, it's not something that happens to us. Happiness is an active decision, we decide to be happy.

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

"Dija Know…"
Joe's newsletter #14

The "Red Room" – perfect for parties of 32 (sit-down) to 40 (buffet)

Parties of all sorts – Joe's RED ROOM accommodates parties up to 40.

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In the spirit of the season, we wish to **express our gratitude** first of all to God, (Spirit, Divine Love, the Universe – whatever you prefer to call it) and second, to you, our guests. Many of you are tremendously loyal. We do deeply appreciate you.

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Gift Cards – always used, always appreciated, Joe's gift cards bring the purchaser a gift too! **When you purchase $100 worth of gift cards, get a free $10 gift card for yourself!**

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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!

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Patty Karlovitz editor of **Local Flavor Magazine**, published some kind words in her latest 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."

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Spaghetti and Chianti Tuesday is back! And … **at a reduced price!** Tuesdays we offer Spaghetti Bolognese, Caesar Salad and a ½ liter of great Chianti for the **astonishing price of $29.95 for two.** (it used to be $34.95 for 2)

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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. Also we have the young person's edition now.

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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. ***The average American eats 2200 pounds of corn each year.*** We don't recognize it as corn because it has been turned into something else. As I promised last issue, here is a partial list of what we eat that is corn or is fed with corn: beef, farmed fish, chicken, turkey, pork, lamb, bakery products, canned fruit and canned juices, ketchup, condiments, soft drinks, flavor enhancers, alcoholic beverages, baby food, cooking oil, margarine, breakfast cereals, pet foods, fermented beverages, chips, mayo, cooking oil, vitamin carriers, pie fillings, gravies, sauces, pet foods, chewing gum, candies, instant tea, pan coatings, salad dressings, antibiotics,

prescription drugs, frozen dinners . . .and on and on. Without a gargantuan effort, we are all trapped in this corn (and soy) food chain. That is WHY we here at Joe's are doing, in a very small way, what we can to break this manipulated and artificial food chain.

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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.

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That **inane concept 'PC'** does not fly here at Joe's. For example 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.)

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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? Most people expect 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 sustainable food production**. This, more than anything else, is what Joe's is all about.