

Season's flics - Roland and Sheila saw a couple of great ones this season. **Avatar** is a good old-fashioned good guys/bad guys film wrapped in techno age wizardry. Jaw-dropping for almost 3 hours - pure innocent fun. When we close Joe's it will be to move to Pandora. And then **Nine**. Sheila's Bob Fosse days revisited. A tedious story line is the vehicle for 3 or 4 fabulous production numbers. Broadway is a long way from Santa Fe. Nine brings it closer.

Archived newsletters - if you wish to read any past editions, they are displayed in the book on the front table.

New! Joe's hand-made French chocolate truffles. They are 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.

Spaghetti and Chianti Tuesday is back! And ... **at a reduced price!** Tuesdays we offer Spaghetti Bolognese, Caesar Salad and a 1/2 liter of great Chianti for the **astonishing price of \$29.95 for two.** (It was \$39.95 for two.)

A psychic soup story. A guest came in to have lunch recently. She loves our Honeyed Squash Bisque. It was on the menu that day and she intended to order it. She forgot and ordered the black bean soup instead. When the soup arrived at the table, it was Honeyed Squash Bisque. She was surprised but pleased. Hmm...an incidental kitchen mistake? Or...a psychic Santa Fe soup incident??

Joe's has been selected to host a dinner for 60 representatives of local Farmers Markets from all over the state of New Mexico. We are honored.

Joe's

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"Dija Know..."

Joe's newsletter #15



Let it snow!

Something's coming! Something is coming to Joe's that will blow your socks off. Needless to say we are very excited about it and the many many ways it will benefit you. It will be a first in Santa Fe and a first on Earth! More in next newsletter

Gift Cards - always used, always appreciated, Joe's gift cards bring the purchaser a gift too! **Purchase \$100 worth of gift cards, and get a free \$10 gift card for yourself!**

Positive news for 2010: From The Trends Journal edited by Gerald Celente, we find some sane, welcome and timely **predictions.** Celente has been very accurate in predicting trends for decades. **First** - people will become more discriminating in their eating habits, **eating less and eating better quality** (see our comment, *the High Price of Cheap Food in Newsletter #8*). Glad to hear it! We have shafted ourselves for decades with fast non-food, cutting corners with our food budgets and paying higher and higher costs for treating diseases that may well have been prevented by eating good, real, whole un-messed-with food. **Second, he also predicts a revival of elegance** - quality clothing and fashion. Gosh, I hope that means young men will ditch the baggies and pull up their pants! **And third, the buy local habit will be practiced by more and more of us.** Good food, elegant fashion,

shopping at local merchants - sounds good to me! <http://www.trendsresearch.com>

Again drawing on Michael Pollan's writings, here's a neat little eating guideline - **Don't eat anything your great grandmother wouldn't recognize as food.** This is a great rule of thumb in groping our way through the hazy maze of corporate pushers and marketers of "food-like products." Consider the Twinkie, Yogurt in a Tube, Yoo-hoo drink, Coco Puffs, Cheerios, Healthy Choice's anything, chewing gum, "nutritional" bars, etc. --- these are not food, merely food-like products. I'll betcha granny would not recognize any of them as something to nourish her family.

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.

Grass fed and finished. Why is that important? First of all, no we can't do it 100% yet at Joe's. It's far more expensive, worth every penny, but it's up to you the consumer to create a big enough demand and market for locally raised (not shipped in) **grass finished** meats, as opposed to corn finished. The days of corn finishing are over. The jig is up. Cows, sheep, goats evolved to eat grass, not grain or corn. If they eat much corn or other grains they become sick, which is why they are pumped full of antibiotics in feedlots. Grass-fed meat has fewer Omega 6's and saturated fat, more Omega 3's and CLA (conjugated linoleic acid). Without going into detail, this is all extraordinarily good for us. Corn fed and finished meat has a disproportionate amount of Omega 6's and saturated fat - yes this is the marbelling we so adore, but in a word, it is lethal. It is highly implicated in heart disease and diabetes. A grass-fed and finished cow's meat profile is very much like that of wild venison and elk. By the way, don't be fooled by labels. **"Natural" is not as good** as grass-fed

and finished. Even **"organic" is not as important.** Joe's meats from Pecos Valley Ranch, Wild West Buffalo and Shepherd's Lamb are grass fed and finished. These three are among the very few sold in New Mexico that meet that standard.

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.

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.)

What the heck is Joe's about anyway?

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.