

◆ It's important to us that you receive **the pace of service you desire**. Please do not hesitate if you are **in a hurry** to 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.

◆ Wake up gently on Sunday mornings to Alan Hutner's 26-year running Sunday morning program on KBAC FM 98.1, **Transitions Radio Magazine**, that he hosts with his partner **Elizabeth Rose ("Rosie") - 8AM - 11AM**. We are happy to be a major sponsor!

◆ **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. ♥

◆ 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!

◆ **Tuesday is Spaghetti and Chianti Night at Joe's**. \$29.95 for two will get you Caesar Salad, Spaghetti with homemade Bolognese Sauce and a great bottle of Chianti. Wadda deal!

◆ **Free breakfast for a week** - What is your favorite breakfast? Enter our drawing and you could win! Ask your waiter for details.

◆ 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.)

◆ **Every Saturday - all bottled wines are ½ price**. Ask to see the wine menu - we have some real gems. As well, we offer a lovely **port** to complete your meal? (**Sandeman Founders Reserve Ruby Port**)

JOE'S

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"Dija Know..."

Joe's Restaurant Newsletter #36B
July 2010



"Conceal it buster - what I can't see won't scare me."

◆ **The new law allowing guns in some restaurants** - sounds scary. But wait, guns have always been in restaurants and pastry shops and hair salons and bridal boutiques and ballet studios and Broadway theaters...well just about everywhere in the US and all countries, whether we officially allow it or not. I personally know two ladies who have packed heat in their pretty purses for decades. Guns are everywhere.

However, this new law (that mandates that some restaurants and not others must post a NO GUNS ALLOWED sign) is ambivalent at best, passed without due diligence or cool-headed intelligent reasoning. When we called Dept. of Alcohol and Gaming for the exact stipulations and how it affects the existing required NO GUNS ALLOWED posting (which is still posted at Joe's!) ...well, they didn't know. So that puts us as restaurant owners in an ambivalent position. We are damned if we do, and damned if we don't! As if we ever had any power to regulate or control it anyway. After all we don't frisk our customers.

Until we get the complete official information, we are considering the following -- armed criminals will not obey a "No Guns Allowed" sign; and equally true, no trained law abiding citizen carrying a concealed gun has ever been convicted of an

alcohol related incident in a restaurant.

Our preference is that guns are **not** carried into our establishment BY ANYONE. But since we can't control the bad guys, and we certainly don't want to restrict the good guys...you see the dilemma? Our opinion about this stupid law is that it is just one more tiresome and costly smokescreen to distract us from the more important issues -- like where is our money and sovereignty going? Who is squandering it on what? Emotional issues (like gun laws) are easy distracters.

◆ **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 only on 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.

◆ We offer for sale Michael Pollan's delightfully written book **The Omnivore's Dilemma**, that articulates how we feel about food. Required reading for anyone who eats!

◆ **15% off Breakfast Club.** Does your group need a place to meet between 7:30&11AM? Call us ahead and reserve for your group of 6 or more TU-SAT and Joe's will take 15% off your bill.

◆ Some **GF items** we offer: gluten-free pizza, calamari (we dust it with rice flour, and then flash fry it), latkes and crab cakes (on Sundays). For those who are moderately gluten sensitive there are many other obviously GF items. If you are dx celiac, of course you must be more discriminating in your choices.

◆ **Is it really local?** All kinds of businesses are jumping on the "buy local" bandwagon now that it's becoming chic. The only way to really know how committed a business is to buying locally, is if they divulge (honestly) their purchase figures. How much do they really spend on local goods? I can

think of at least one grocery chain here that touts that it buys a lot of local produce. Not! Now, it just isn't possible to exist totally on locally produced goods - after all, life would be unbearable without chocolate! But we can take the next step - who made it into chocolates or cake? Was it the Nestle conglomerate? Or perhaps Santa Fe's own Senor Murphy or C.G. Higgins or Joe's? Find local businesses: santafealliance.com/farmtorestaurant/

◆ Joe's signature **tee shirts, latte cups, beer glasses and wine glasses** can be yours. Yup they are all for sale. Ask your waiter.

◆ **Mimosas** are available every day, but somehow they make Sundays even more special. At Joe's you get **your own split** of Mumm Napa Brut "champagne" opened at your table with fresh 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 frequently. One of our tag lines is "when you've been there and done it all, come on home to Joe's." We had and have no intention to compromise on quality of ingredients, we have always been the Santa Fe leader in utilizing Farmers Market products 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 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** beef, lamb and buffalo, chicken livers, chile, eggs, New Mexico grown organic flour, goat cheese, fruits in season, veggies and salad greens, local wines and beers and some breads.

"Joe's, where local farming and great food come together".