

A photograph of a lush bamboo forest. A wooden boardwalk made of light-colored planks leads from the bottom center towards the background, flanked by tall, slender bamboo stalks. Sunlight filters through the dense canopy of green bamboo leaves, creating a bright, dappled light effect. The overall atmosphere is serene and natural.

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Joe's Shanghai Restaurant

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Introduction

Joe's Shanghai is a corporation owned by a group of partners. With top ratings from The New York Times and Zagat, Joe's Shanghai is recognized as one of the best Chinese restaurant in the tri-state for over a decade. The name, Joe's Shanghai Restaurant, has established a reputation and awareness among both diners and celebrities. Both their trademark (logo) and name were registered for patent protection in 1998.

Joe Si, owner and chef of Joe's Shanghai opened the first restaurant in Flushing, New York, 1994. Shortly after, the restaurant was recognized as the best in New York City with their signature dish, "Soup Dumplings" earning excellent reviews in both The New York Times and Zagat.

With the success of Joe's Shanghai in Flushing, Joe expanded his name in 1996 with the opening of his second restaurant located in Chinatown. Within a short period, The New York Times returned rewarding the Chinatown restaurant with a 2 Stars review on his signature dish "Soup Dumpling" along with other Shanghai dishes from the menu. Joe stated that because the Soup Dumpling was mainly recognized by Chinese patrons, the two stars and reviews from The New York Times increased the clientele to 80% of Americans, 10% of Chinese and Japanese respectively. The third restaurant was open in 1999 on West 56th Street.

It didn't take long for diners from the tri-state area to become fans of the Soup Dumpling and all of the other authentic Shanghai dishes.

Joe believes that the most important tools to success in the restaurant business are to focus on quality of food, great service along with reasonable price. With these you can be confident that you will develop a great clientele.



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Locations:

Flushing - (718) 539-3838

136-21 37th Avenue, near Main Street,
Flushing

Opened in 1994, our Flushing Branch is very popular among movie stars, pop stars and celebrities from Hong Kong, Taiwan and Mainland China. Refurbished in 2004.



Chinatown - (212) 233-8888

9 Pell Street
Chinatown

Opened in 1996, our Chinatown Branch quickly drew attentions of the New York Times and Zagat Rating for its quality of food and low price. It soon became the favorite luncheon and dinner spot for Chinese Cuisine for Politicians, lawyers from City Hall and Wall Street bankers from downtown financial district.



Midtown - (212) 333-3868

24 West 56th Street
Manhattan

Opened in 1999, our Midtown Branch offers the genuine taste of Shanghai Cuisine and King of Dim Sum, Soup Dumpling, in the heart of West Side area, attracts local artists and tourists around the world to line up in front of the door after dark.



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The First Class Cabinet

In 1998, a group of lovely flight attendants from Cathay Pacific Airways, and also long term clients of Joe's Shanghai, decided to bring their boss to Joe's Shanghai Restaurant in Chinatown to experience the well known soup dumplings. The experience led to the decision of co-marketing, combining a prominent airline's first class cabinet and the king of dim sum. Joe was awarded the honor of Cathay Airline's "Chef for the First Class Cabinet."

For over a decade, the Chinatown kitchen serves more than 400 Soup Dumplings and other cold appetizers daily, for the distinguished guests of Cathay Pacific First Class Cabinet en route New York to Hong Kong.

Co-Marketing with Cathay Pacific opened more doors to further expand the business mostly to business travelers and tourists.



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ZAGAT SURVEY

America's Most Prestigious Restaurant Guide

Over the years, Joe's Shanghai has been named as Best Restaurant and awarded recognition by New York Times Restaurant Guide, Gourmet Magazine, Travel and Leisure, New York Magazine and Zagat Survey. We have been featured in many gourmet magazines in Japan as well as on the Japanese Fuji TV show.

1999 Zagat Survey

Surveyors "could write a sonnet about the dumplings" ("best in NY", "a religious experience", "better than sex") at these Chinese eateries.

2001 Zagat Survey

"Unbelievable soup dumplings" are "What made Joe great", though some lament that this Chinese quartet "has lost some of its bite since getting popular"; P.S. insiders say the Midtown outpost is "fancier and pricier" than the others.



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2005 Zagat Survey

"Amazing soup dumplings are the soup-erb specialty of this cheap Chinese quintet where the decor may vary by location but the style of service is universal; there are long waits to get in"

2006 Zagat Survey

"Bring on the Soup Dumplings cheer legion fans of this authentic, excellent Shanghai chain and its signature soup-filled buns; just close your eyes and savor lots of food for little money"

Rated "Excellent" for Food



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ZAGAT SURVEY

Reviewed by Mirrada on 11/09/2007.

Member since October 2007.

Total Reviews: 5 (North Miami Beach, FL)

Visiting New York China's Town Joe Shanghai is a must. Crab Meat with Pork Steamed Bun is a must! Everyone orders them, they are out of this world! Try to go before noon as the place gets packed and you may find yourself sitting in a huge table with strangers.



Reviewed by Kri527 on 10/17/2007.

Member since March 2007.

Total Reviews: 1 (Female, 20s, Bronx, NY)

I love the China Town branch and go there as often as I can. It is strange being seated with people you don't know, but I always have a good time nonetheless. The food is amazing. I highly recommend the chicken and cucumber with red pepper and of course the famous soup dumplings. Quite tasty.



Reviewed by SA1345982 on 06/22/2007.

Member since March 2001.

Total Reviews: 21 (Arlington, VA)

These dumplings were amazing and worth sitting on top of the person next to me. The fried noodles with pork were equally outstanding. Unfortunately, the service is mediocre at best but it's worth it and I'll go back often.



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Reviewed by makawao on 05/12/2007.

Member since June 2002.

Total Reviews: 17 (New York, NY)

It's reputation speaks for itself: best Shanghainese food outside of China. What could possibly beat soup IN a dumpling? Simply irresistible.

Reviewed by laffingleigh on 05/11/2007.

Member since October 2006.

Total Reviews: 10 (Male, 20s, New York, NY)

The soup dumplings are meals alone. Who needs an entree when you have these moist packets of yum?

Reviewed by ADRIENNER8899 on 05/08/2007.

Member since April 2007.

Total Reviews: 7 (Female, New York, NY)

Joe's Shanghai- The food is very tasty and filling. With 1 order of dumplings (awesome little morsels of heaven), stir-fried garlic string beans & tea or a beverage is perfect for one person. If you are sharing you can order a third dish and pay about \$13 pp. You can't beat the price & the service is quick. Caution: you may be seated with people you don't know, but who cares...just spin the inner table to pass the soy sauce when it's needed!

Reviewed by StellaA467078 on 05/04/2007.

Member since May 2005.

Total Reviews: 30 (New York, NY)

Best Shanghainese in Chinatown. Always crowded with Asians as well as non-Asians. Try the steam soup dumpling - a must!!



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The New York Times

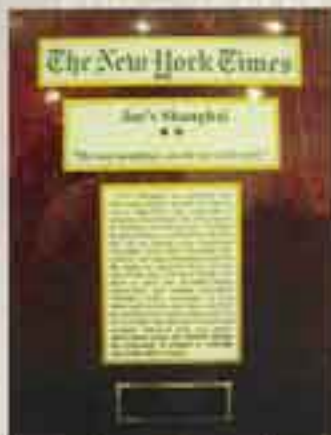
Dining Reviews

Since its first two stars rating for Joe's Shanghai in 1996, New York Times continuously awarded Joe's Shanghai as the best Chinese Restaurant in Manhattan for over a decade. The positive rating boosted Joe's Shanghai as a must go place not only for the tourists, but also the New York diners.

January 26, 1996

Diner's Journal

The news that Joe's Shanghai, one of the finest restaurants in Flushing, Queens, has opened a Pell Street branch seems to have spread quickly through Chinatown. The small storefront is only two weeks old but by noon there is a substantial line for tables and the wait increases throughout the lunch hour. When your number is finally called, the waiter sets a dish of black vinegar and shredded ginger on the table and asks a single question: "Do you want regular dumplings or crab?" Everybody orders the steamed Shanghai dumplings. And no wonder; inside each little round is a spoonful of rich, scalding soup and a filling so light it practically evaporates in your mouth. My advice: order both, and sip the soup out slowly through the top before popping the entire dumpling into your mouth.



July 7, 1996

GOOD EATING; Intricate Asian Fare in Chinatown

JOE'S SHANGHAI ** (212) 233-8888; 9 Pell Street, near Canal Street; (c) no credit cards
Fruits, vegetables, fish and game abound in the fertile region of Shanghai, and its food is rich and intricate. A specialty of the cuisine is xiao long bao, or Shanghai soup dumplings, which are magical steamed pastries that hold a rich-tasting mixture of crab or pork and a

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mouthful of soup. At Joe's Shanghai, virtually every one begins the meal with an order or two of soup dumplings, listed as "steamed buns" on the menu. There are several other good starters to consider, among them shredded turnip shortcakes, braised sliced beef and jellyfish, scallion pancakes, and chunks of wine-marinated chicken. Other highlights include pork belly cooked in soy, rice wine, sugar and ginger; eel with white chives; drunken blue crab in a rice-wine marinade, and the famous Shanghai meatballs, finely textured and draped in cabbage and so light they seem part mousse, part pate, part souffle. (Review: 4/26/96)



October 27, 1996

Time to Make the Dumplings

Clean, subtle Cantonese; oil-strong Hunan; spicy Sichuan: these cooking styles have had their New York moments. But with Shanghai emerging as one of the most powerful cities in the world, the culinary trend of the moment in New York's Chinese restaurants is Shanghai's rich, bold cuisine. And its hallmark is xiao long bao, or soup dumplings; delicate pouches that, almost magically, hold a mouthful of scalding, savory soup as well as a pork meatball.

Sometimes, they are flavored with crab. This is how Joe Si makes the dumplings. Mr. Si has had a good deal of practice: He was trained in a Shanghai-style restaurant in Hong Kong and brought its secrets to Queens, first to Goody's, in Rego Park, then to his own restaurant, Joe's Shanghai, in Flushing. Early this year, he opened a branch on Pell Street in Chinatown.



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August 24, 1997

Tasty but Cheap in Chinatown

JOE'S SHANGHAI ** \$(rating: two stars\$) (212) 233-8888;

9 Pell Street (Canal Street); \$; no credit cards.

Fruits, vegetables, fish and game are plentiful in the fertile region of Shanghai, resulting in a rich and intricate cuisine. A specialty of this offshoot of Joe's Shanghai in Flushing, Queens, is the soup dumplings, known as xiao long bao, or steamed buns as they are called on the menu. These little dumplings, filled with a flavorful mixture of crab or pork and a mouthful of rich broth, are a fine way to begin a meal. Other recommendations include braised and sliced beef with jellyfish; shredded turnip shortcakes; eel with white chives; drunken blue crab cooked in a rice-wine marinade; pork belly in a concoction of soy, rice wine, sugar and ginger, and light Shanghai meat balls wrapped in cabbage leaves.

(Review: 4/26/96)

January 16, 1998

EATING OUT; Chinese Restaurants

Joe's Shanghai ** [RATING: Two Stars] (212) 233-8888

9 Pell Street Chinatown \$ Cash only

Joe's Shanghai is Chinatown's current big hit, drawing crowds from all over the city to sample soup dumplings and other rich, sweet Shanghai specialties. The soup dumplings, listed on the menu as steamed buns, are the star of the show, but other dishes are often as good, like shredded turnip shortcakes and scallion pancakes. Drunken crabs, marinated in rice wine and served raw, have a powerful, musty flavor that people seem to love or hate. Smoked fish is sweet and strongly flavored with star anise, while lion's head, the famous Shanghai meatball, is draped in cabbage that looks like a mane. The original Joe's Shanghai at 136-21 37th Avenue in Flushing, Queens, is often just as crowded.

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February 7, 1999

GOOD EATING; The Siren Songs Of Chinatown

JOE'S SHANGHAI ** [Rating: two stars] (212) 233-8888;
9 Pell Street, \$\$; no smoking; cash only; beer only.

Large families, lawyers, politicians and others share tables and food recommendations at this modest restaurant, an offshoot of a Flushing, Queens, establishment of the same name. There is always a wait for a seat, but the soup dumplings alone -- called steamed buns on the menu -- make the wait worthwhile. The chef has perfected the art of wrapping hot liquid in pastry: the filling is rich, light and swimming in hot soup. Other starters include shredded-turip shortcakes, scallion pancakes, cold braised sliced beef, jellyfish, wine-marinated chicken, and smoked fish flavored with star anise. Among the main dishes are vegetarian duck (thin sheets of braised tofu folded like skin over mushrooms), drunken crabs (raw blue crabs marinated in rice wine), clams in black bean sauce, and lion's head -- the famous Shanghai meatball -- wrapped in cabbage and so light they seem almost mousse-like. Crispy yellow fish fingers with dry seaweed and fried bean curd with spinach are other highlights. (Review: 4/26/96)



August 20, 2003

Shanghai Favorites With Some Hong Kong Flair

"As at Joe's Shanghai, two varieties are available: pork and pork and crab (\$4.25 and \$6.25). Both are delicious, but Mr. Si's pork and crab version, its filling enriched by roe and as delicate beneath its topknot of pastry as a tiny cloud, is the winner by a nose. Place a dumpling in a soup spoon, worry off its top with your teeth, add a dash of black vinegar and ginger sauce, and slurp. The process would horrify Miss Manners. It will delight almost everyone else."

March 31, 2004

JOE'S SHANGHAI

In addition to hip, friendly waiters and an exciting menu of Shanghai specialties, this restaurant serves awesome dumplings filled with soup. The xiao lung bao are modestly listed on the menu as "steamed buns," but they are Shanghai soup dumplings.

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MAYOR MICHAEL R. BLOOMBERG AND BOSTON MAYOR THOMAS M. MENINO DOUBLE THEIR BET ON AMERICAN LEAGUE CHAMPIONSHIP SERIES

Mayor Michael R. Bloomberg and Boston Mayor Thomas M. Menino today announced the doubling of their "friendly wager" on the New York Yankees-Boston Red Sox American League Championship Series. The best-of-seven series is tied at two games each and continues this afternoon at Fenway Park before returning to Yankee Stadium for Game 6 and possibly a Game 7.

"We have seen some great baseball over the last week, a true 'Fall Classic,'" said Mayor Bloomberg. "We have also seen some ugliness on the field that no one wants to see repeated. Mayor Menino and I hope that the extra-curricular activities are behind us and are looking forward to watching baseball the way it was meant to be played. I know that when the series returns to the Bronx tomorrow, no New Yorker will do anything to take away from our great victory as we advance to the World Series and send the Red Sox home for the winter." In the unlikely event that the Yankees lose the series, Mayor Bloomberg will send twice as many New York City delicacies to Boston:

- 2 quarts of Manhattan clam chowder from Lundy Brothers in Sheepshead Bay;
- 2 large pizzas from Denino's in Port Richmond;
- **2 dozen dumplings from Joe's Shanghai in Chinatown;**
- 2 dozen bagels from Silm's in Bayside;
- 2 orders of Bistec Encebollado (steak with onions) from Jimmy's Bronx Café.
- 2 dozen "Baby Ruth" bars

"It is time to end the sideshow and put the spotlight back where it belongs - on the baseball diamond," said Mayor Menino. "Mayor Bloomberg and I trust that these storied rivals will compete fiercely, and that they will set good examples for fans of all ages. And when the Sox vanquish the Yankees, I will relish receiving Mayor Bloomberg's tokens of this 'shuttle series.'" Mayor Menino has agreed to double his wager of a Legal Seafoods clambake of lobsters, steamers, linguica and "REAL" clam chowder from four to eight servings.



Aaron Boone clobbered the first pitch he saw in the bottom of the 11th inning for a game-winning solo home run that won Game 7, 6-5, and the AL pennant for the Yankees.

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The History of Soup Dumpling

Like the stories behind many popular Chinese dishes, the history of Xiao Long Bao, or to many Americans, Soup Dumpling, is swathed in folklore. Many cities in the Yangtze River Delta, such as Yangzhou and Wuxi, claim it as their own. But by most Shanghaiese accounts, Xiao Long Bao originated in the 1870s in Guyi Garden, an ornamental garden in Nanxiang, a small town near Shanghai. According to the company literature of Guyi Garden, a restaurant that operates there today, a hawker called Huang Minxian, who sold pork-filled steamed buns in the garden, decided to differentiate his product with thinner dough and soup inside the dumplings. He specified that each one should weigh five grams and be folded with 14 pleats. Mr. Huang



subsequently set up a shop at Shanghai's Chenghuang Temple, near the city's famous Yu Garden. That was when Soup Dumpling became popular.

Soup Dumplings are served everywhere, from inexpensive government-run canteens to fancy, modern restaurants that have sprung up on the Bund. On the streets of Shanghai, in front of humble mom-and-pop shops, the dumplings are often steamed in bamboo baskets stacked high in the air. They can be eaten as a quick snack or as a small course in a long Chinese banquet meal. Xiao Long Bao makers are generally from Shanghai or the Yangtze River delta. Since the dumplings are so labor-intensive, few Shanghaiese attempt to make them at home.

The Craftsmanship

Another Shanghai trademark is the superbly thin dumpling skin made from flour, water and rolled by hand. The skin should be loose and thin, or even semi-transparent, yet strong enough so that it doesn't break.

Dumpling chefs are skilled craftsmen and, at some restaurants, a chef can hand roll 2,000 skins a day. After placing a dumpling skin and a small mound of meat in the palm of a hand, the chef uses the fingers on the opposite hand to gather the edges up as the dumpling is spun in a clockwise fashion. More pleats on top of each soup dumpling means the chef's more skillful.

Typical Shanghai Xiao Long Bao has 14 pleats, the Michelin rated Taiwan Din Tai Fung Restaurant boasts 18 pleats on its well known Xiao Long Bao. "For me, I can fold 20 pleats and still make the skin thin enough," says Joe. The result is a round dumpling, slightly bigger than a golf ball, with its orderly radiant pleats resemble blooming daisy.



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