



GOOD FOOD IS GOOD HEALTH

FOOD FOR THOUGHT

QUARTERLY CUSTOMER NEWSLETTER

FALL 2005

AJ's offers great seafood in a casual, friendly setting

Normal! Remember that famous greeting on the sitcom *Cheers*? Many of us won't admit it, but deep down we would love to be greeted like that when we enter a building.



by John Taylor, Founder

That concept sums up perfectly what we are trying to accomplish at AJ's Seafood Grille. We work hard to make AJ's your friendly, neighborhood restaurant.

Since opening our doors in 1999, our daily mission has been to not only provide you with a delicious, healthy meal, but also inject a little "wow" into your dining experience. In short, we want to be that place where "everyone knows your name," ... just like on *Cheers*.

AJ's wants you to feel comfortable walking in, whether you're wearing shorts or business attire, whether you have children along or not. It won't matter to us because you are "family."

We work hard so that our little restaurant is a haven for you from the pressures of everyday life.

Local ownership

There are so many restaurant choices in the Jackson market; yet there are very few restaurants that are family owned and operated. You can rest assured that when you spend your hard-earned money at AJ's, that money is staying in and helping to

AJ's SEAFOOD GRILLE,
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Doctor says eating salmon will help your skin look younger

Next time, you're trying to decide what to have for dinner, choose a wild salmon or shellfish dish. Your skin will thank you.

Younger and healthier skin isn't just a matter of anti-wrinkle cream. Bestselling author Dr. Nicholas Perricone, a professor of dermatology at the Yale Medical

School, believes that diet, particularly one rich in wild salmon, shellfish and other specific foods, as well as supplements, skin care and exercise, all contribute to keeping you looking and feeling young.

"Our skin is constantly assaulted from the inside and out by elements that create inflammation: sun exposure, air pollution, harsh soaps and skin care products, internal disease, stress, lack of sleep, sugar consumption, dehydration — the list goes on," says Dr. Perricone. He is author of the bestselling books "The Perricone Prescription: A Physi-



Salmon can be an excellent complement to the things you eat everyday, such as a salad.

cian's 28-Day Program for Total Body and Face Rejuvenation" and "The Perricone Solution: Look Younger, Live Longer in Three Easy Steps."

Dr. Perricone believes that inflammation ages our bodies and our skin and that an anti-inflammation diet can help us look and feel better.

Both of his books describe the impact that diet has on health and one of his prescriptions for beautiful skin is to eat plenty of seafood, particularly fish high in omega-3

SALMON, continued on 2

[Humor to brighten your day](#)

This bank robber was no Einstein

Who needs Sherlock Holmes when you have a bank robber who leaves his wallet at the scene of the crime?

This whodunit practically solved itself. The Columbus (Miss.) Police Department had the alleged perpetrator of the Trustmark Bank robbery in custody within 40 minutes of the holdup.

"This is one of the easiest crimes we've had to solve," says Public Information Officer Donnie Elkin, who has been on the force for 15 years.

It all began when a man dressed in a

white t-shirt wearing blue jeans and sunglasses walked into the Trustmark Bank in front of the Leigh Mall on Aug. 10. When his turn came to march up to the teller, the man handed her a note from his wallet demanding money.

When the teller obliged, the robber gave her a white pillowcase for the loot. The teller filled the pillow case with bills and a dye pack, according to police.

The robber took off with the dough, but left his wallet and identification on the counter in clear view of the teller. The bank

NO EINSTEIN, continued on 2

Don't overlook New Orleans when planning your next family vacation

If Hurricane Katrina wasn't a big enough blow to New Orleans, now its residents have to worry about a loss of jobs and economic problems due to lack of tourists. In fact, before the hurricane, the tourism industry accounted for about 15% of the city's jobs, and pumped about \$10 billion annually into New Orleans's economy, according to news reports. That means the city and its residents will suffer even more if tourists stay away.

So when you plan your next vacation, consider helping New Orleans rebuild by spending your tourism dollars there. A large number of hotels and restaurants have already reopened, as have many tourist attractions.

To give you a new reason to visit, consider that a Yahoo! Travel and National Geographic Traveler online poll earlier this year named New Orleans the top family vacation destination in the United States. A short four-hour drive from Jackson, New Orleans is a great place to bring the family and enjoy a fun, affordable vacation.

Here are five suggestions on where to take the kids when your family is spending time in the Big Easy:

◆ Ride the St. Charles Avenue Streetcar. It's a steal at \$1.25 per person. The St. Charles Avenue Streetcar line is the oldest continually operating streetcar line in the United States. When it started in 1835, horses drew the early cars and then the current electrified line began service in 1893.

Many of the cars in current operation date back as far as 1923, which is one reason why the streetcars have made their way onto the National Register of Historic Places.

Many historic places line the St. Charles Avenue route: stately mansions, Gallier Hall (formerly City Hall) and Lafayette Square, the oldest public square in the city.

◆ For a fun outdoor excursion, visit New Orleans's 1,500-acre City Park. *Child Magazine* rates the park's Storyland as one of the 10 best U.S. playgrounds. The fairy-tale theme park features 26 larger-than-life exhibits from traditional children's stories. There's also a historical, but fully operational carousel at the park that dates from 1906, and your children can ride on miniature versions of amusement park rides.

◆ For kids who enjoy interactive exhibits, head over to the Louisiana Children's Museum in the Warehouse Arts District. It has something for kids of all ages. Almost all exhibits at the museum are "hands-on" and range from a First Adventures area for toddlers to a math and physics lab for older children. Kids can "captain" a tugboat and shop at a kid-sized grocery store.

For more information about visiting New Orleans, visit the Web site www.NewOrleansOnline.com or call the New Orleans Tourism Marketing Corporation toll free at 1-800-203-2144. It is also recommended that you call and verify that the attractions you plan to visit will have reopened in time for your vacation.



A ride on the St. Charles Avenue Streetcar is a great way to see many historic sites.

SALMON, continued from front page

fats and shellfish.

He also stresses the importance of drinking plenty of water, eating protein and the right kind and amounts of fats, and staying away from high-glycemic carbohydrate foods, such as instant rice and hamburger buns.

Dr. Perricone is a big fan of fish. "Fish is the best all-around source of protein," he writes in the "Perricone Prescription."

"The fish I recommend most highly is salmon, and I encourage you to eat salmon at least five times a week," he says.

(It should be noted that the Food and Drug Administration recommends that women who are or may become pregnant, nursing mothers and young children eat no more than 12 ounces — or two average meals — of salmon per week.)

Dr. Perricone writes that the best salmon to consume is wild, rather than farm-raised. Wild salmon is healthier.

Farm-raised salmon contains higher levels of unhealthy saturated fats and lower levels of the beneficial omega-3 fatty acids.

Dr. Perricone calls salmon the "king of the super foods" for several reasons. Salmon is the "heart-healthiest high protein food of all," he says. And because salmon is a good source of omega-3 fatty acids, it is a powerful anti-inflammatory, which makes it unique among other protein sources. In addition, it's also a rich source of an anti-inflammatory orange pigment called astaxanthin.

To add some variety to your diet, Dr. Perricone also recommends other cold-water fish such as mackerel, albacore tuna, blue fin tuna, and sablefish, as well as shellfish.

So next time you're deciding what to have for dinner, think salmon or shellfish. Of course, AJ's Seafood Grille is an excellent place to enjoy grilled wild Alaskan salmon and expertly prepared shellfish, such as jumbo shrimp and lobster tail.

NO EINSTEIN, continued from front page

gave the Columbus Police Department officers the wallet, and they arrested twenty-six-year-old Terrell Green of Jackson at the home of his mother and charged him with the robbery.

"He was coming out as we were heading in, and we arrested him on the doorstep," Officer Elkin says. "It's the first time in my memory that anything like this has happened, particularly with a bank robbery. We arrested him within 30 or 40 minutes of the crime."

Improve your golf game with these putting tips

Here's a quiz for all you golfers: During a typical round of golf, what is the most-used club in your bag? Answer: Your putter.

In a typical round of golf, nearly half of an average golfer's shots are made with the putter. So if you'd like to dramatically improve your golf game, it makes a lot of sense to perfect your putting and become highly proficient with the most-used club in your golf bag.

To help improve your putting, we've gathered the following tips from numerous golf experts:

■ For improved accuracy, Nancy Lopez recommends keeping your putter low to the ground after the point of impact with the golf ball. One way to do this is to imagine that you're hitting a second ball that is about two inches in front of your real ball. This will help keep your putter low to the ground during your follow through, and improve your putting.

Source: "Nancy's Greatest Tips" article on *GolfDigest.com*



■ The old adage "never up, never in," refers to the fact that you're better off putting too hard than too soft, because a ball that stops short of the hole has no chance to go in. However, the late legendary golf instructor

and bestselling author Harvey Penick disagreed with that putting philosophy because a ball that hits the hole too hard will bounce off and spin away. Instead, Penick recommended that golfers let their putt "die at the hole," even if it ends up short. "The cup is only one inch wide for a putt that is struck too hard," he says in his book. "The cup is four inches wide for a ball that dies at the hole."

Source: "Harvey Penick's Little Red Book," by Harvey Penick with Bud Shrake

■ Improve your putting by perfecting the "pendulum" stroke with your putter. Your shoulders, arms and hands should form a triangle if you are gripping your putter correctly. When doing the pendulum stroke, you maintain this triangle through your entire putting stroke, without breaking your wrists. If your wrists stay straight during your entire putting stroke, the triangle will remain and you will be able to putt more accurately.

Source: "Breaking 100: Eliminate 3 Putts" article on *Golf Digest.com*

AJ's SEAFOOD GRILLE, continued from front page

support our local community — it's not being shipped off to some chain restaurant's corporate headquarters in another part of the country.

I moved to Madison when there were only two thousand residents and no traffic lights. In case you haven't noticed, there are many more of both now! In fact, there are more orange construction barrels in town than there used to be residents.

We love Mississippi. We love Madison County. And best of all, we love serving you and your family in our restaurant.

Keeping in touch

Unlike most other restaurants, we put a lot of effort into keeping in touch with our customers and our neighbors throughout the Jackson area.

One of many ways we are doing this is through this newsletter. Our intention is for this newsletter to be informative, humorous, entertaining and maybe even educational at times.

Food For Thought is your newsletter. Let us know what you think and what article topics are of interest to you. Tell us what content changes you would make.

Our goal is that the newsletter entertains you and gives you a "pick me up!"

Our new V.I.P. program also reinforces our strategy of keeping in touch with our existing customers. When you sign up at AJ's,

we will send you a V.I.P. card. This card entitles you to earn points for each dollar spent. When you reach a certain level, we will send you gifts and prizes. This is one way we can say thank you for choosing AJ's.

We will also send you free gift opportunities on your birthday and on other special days like your wedding anniversary. These are special days in your life, and we want to help you celebrate! Ask your server for a sign-up card the next time you visit us, or fill out and return the card on the back page of this newsletter.

I would also encourage you to visit our Web site at www.ajsg grille.com and sign up for our e-mail newsletter. We send out a short note to our clients each month with news about upcoming specials and offers. Last year we even gave away four Sugar Bowl tickets. Don't worry, we won't share your e-mail address with any other business or group.

There is also a drawing once a month for a \$40 gift certificate, and if you receive our e-mail newsletter, you are automatically entered. The drawing is free to enter, painless and who knows, you might just win!

We want your feedback

Many of you have taken the time to fill in a comment card and return it to us. I want you to know that your comments are invaluable to us. I personally read each and

every one of those. I then separate out the ones that need additional attention either by me or by Lucy and Danny.

Please let us know about your dining experience, either while you are still in the restaurant or by returning a comment card. We have become a much better restaurant because of your suggestions.

Your support is appreciated

Most of all, I want to use this article to thank you, our loyal customers! Thank you for visiting our little establishment and in helping it win awards and become known throughout the state and region (*Mississippi Magazine* recognized AJ's as the best seafood restaurant in Mississippi this year).

We also encourage you to "spread the word" about our special restaurant to your friends, neighbors and relatives. Co-owner Lucy Taylor (my wife), Manager Lorena Bermudez, Chef Danny Eslava and I need your help in recommending our restaurant to your friends and family.

I want to leave you with what is written on the back of all our business cards:

"We are thankful to America for the opportunity to live out our dreams. We believe in God, family, friends, hard work, our restaurant and our future. Dreams do come true in America. We thank you for being a part of our dream."

— From our family to yours

Enjoy free meals, special parties and more by joining V.I.P. Club

Become a member of AJ's Seafood Grille's V.I.P. Club, and you'll receive great members-only benefits. You'll receive a free meal to celebrate your birthday, a special dinner to celebrate your anniversary, invitations to special members-only parties and more. To sign up, please fill out this card and drop it off at the restaurant or mail it to us at the address listed at the bottom of this page.

Name: _____ Birthday (mo/day): _____

Spouse: _____ Birthday (mo/day): _____

Child: _____ Birthday (mo/day): _____

Child: _____ Birthday (mo/day): _____

Child: _____ Birthday (mo/day): _____

Anniversary (mo/day): _____ Telephone: _____

Address: _____

E-mail Address: _____

Please select up to 6 of the following special interests:

- Regional wine tasting
- Specialty beer tasting
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- RV/Camping
- Motorcycles
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- Baseball
- Basketball
- Golf
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- MS State
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- Other: _____



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Web site: www.ajsgrille.com

Hours of Operation

Monday-Friday: 11 a.m.-2 p.m. & 5 p.m.-10p.m.

Saturday: 5 p.m.-10 p.m. Sunday: Closed



Call today and reserve a private dining room for your holiday party! Gift certificates are also available for your holiday gift giving.

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