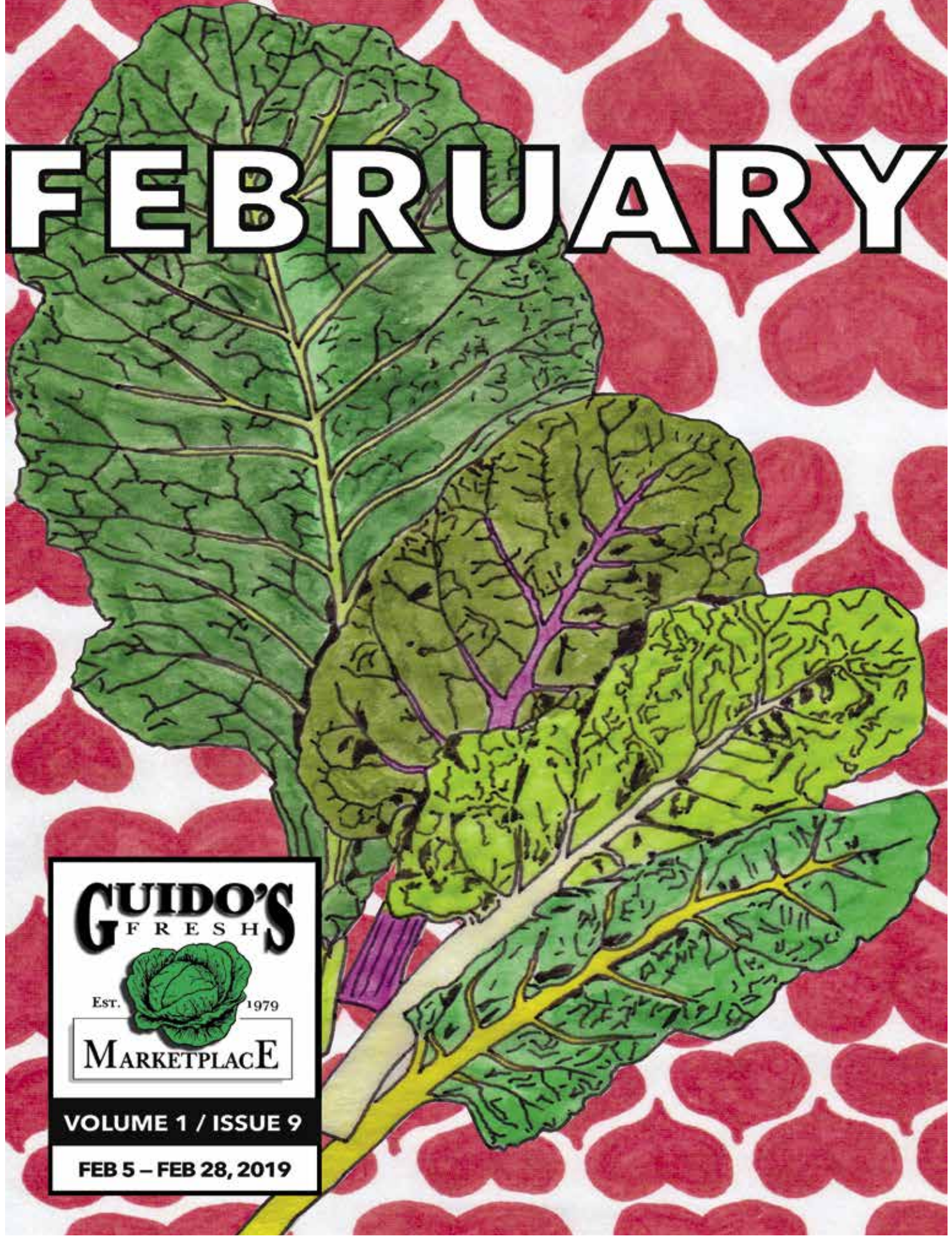



FEBRUARY



GUIDO'S
FRESH



Est. 1979

MARKETPLACE

VOLUME 1 / ISSUE 9

FEB 5 – FEB 28, 2019

We speak your language!

Do you remember that book from the nineties that outlined the five love languages? It was about how to understand how we give and receive love in different ways, through words of affirmation, gifts, acts of service, quality time, and touch. As the big day of love approaches, we've got our own list of the Guido's love languages: flowers, chocolate, pasta, wine, and filet mignon. What's your love language? We're filling up the month with all five of them, and it's going to be a delicious, love-packed month.

Read on for the best of February in our stores!



LOOK for
the **BEET**
on products
throughout
our stores!

It tells you that the item is a great **VALUE**, helping you make the most of your **BUDGET**. We work hard to deliver real **QUALITY, FLAVOR** and **FRESHNESS** at the **RIGHT PRICE! While supplies last.**

MATT'S FEBRUARY PRODUCE PICK



MEYER LEMONS

“These beautiful thin-skinned lemons are sweeter and more delicate than classic lemons. Their zest is so flavorful, so make sure you use them in recipes that use the zest as well as the juice.”

-MATT MASIERO

ABOUT GUIDO'S FRESH MARKETPLACE

Guido's Fresh Marketplace has been feeding an enthusiastic, smart, food-loving crowd for 40 years. What a delicious experience it has been!

When we started in 1979, our motivation was simple: We loved good food, and we were hungry. This is still true today, and we remain steadfast in our collective dedication to bringing Guido's customers the very freshest, highest quality foods that we can get our hands on.



OUR FEBRUARY RECIPE:

Meyer Lemon Curd

Is there anything better than fresh lemon curd? It's a cinch to make, and delicious on everything from yogurt to toast.

From Guido's Marketing Manager Alana Chernila.



Makes about 3 cups

INGREDIENTS

1 $\frac{3}{4}$ cup Meyer lemon juice, from 4 to 5 room temperature lemons
Grated zest of 4 Meyer lemons

1 stick unsalted butter, cut into large pieces
1 $\frac{1}{4}$ cups sugar
5 large eggs, beaten

DIRECTIONS

1. Combine the lemon juice, zest, butter, and sugar in the bowl of a double boiler over medium-low heat and stir just until the butter melts.
2. Add the eggs to the bowl, pouring them through a fine-meshed sieve. Whisk to combine, and rinse out your sieve for the next step.
3. Stir, scraping down the sides of the bowl, until the mixture thickens and gets creamy, 5 to 8 minutes. Pour through your sieve into a jar. Store in the refrigerator for 2 to 3 weeks.

IT'S SPRING IN HERE!

Spring has sprung early at **Bella Flora**, and it comes in the form of the most exquisite tulips around.

VANCO FARMS TULIPS

of Prince Edward Island, Canada, are known for their gorgeous hues and enduring vase life. You can't find them anywhere else in Western Massachusetts! Load up next time you're at the store, and the tulips will brighten up every room in your home through these cold winter months.

What makes Vanco Farms Tulips so special? The farm's dedicated staff monitors the bulbs from start to finish, planting the larger bulbs from the previous year in small trays filled with PEI soil and sand. The bulbs are then stored at wintery temperatures to start the forcing process. Every few weeks, the bulbs come into the greenhouse, tricking them into thinking it's spring. This forcing process shortens the seasons that tulips typically need to bloom, producing stunning tulips in the cold winter months. The Vanco Farms crew carefully packs the flowers and oversees the shipping process directly to Bella Flora. This ensures a vibrant and long lasting product for Bella Flora customers.



bellafloraberkschires.com

IN GUIDO'S PITTSFIELD: 1020 South St. 413-496-8242

IN GUIDO'S GB: 760 S. Main St. 413-528-1581



BEEF

Boneless Prime NY Strip Sirloin Roast
(whole, cut to order, 11 lb average) **\$7.99 lb**

Prime NY Strip Steaks **\$14.99 lb**

Prime Beef Ribs **\$4.99 lb**

PORK

Boneless Prime Pork Loin Roast **\$5.99 lb**

CHICKEN

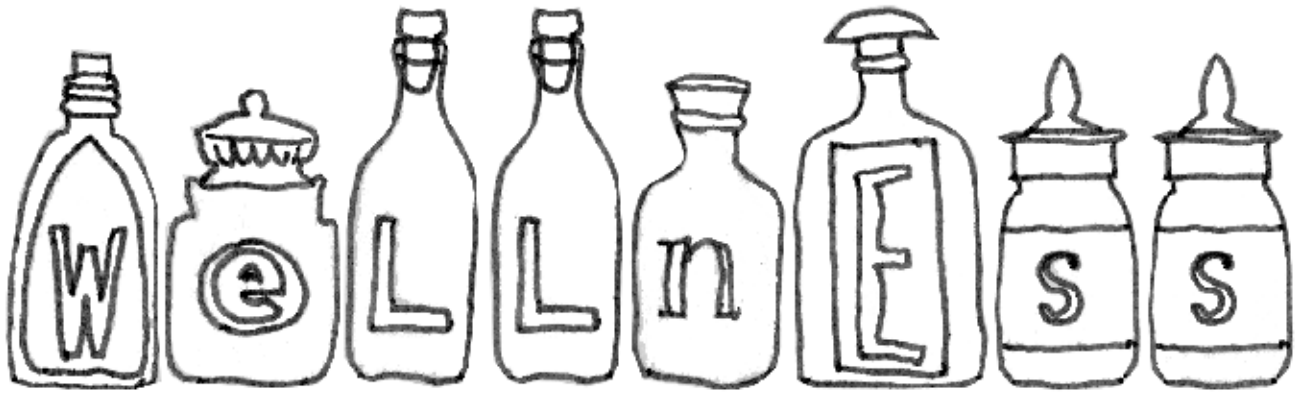
Natural Free-range Stuffed Boneless Chicken Breast **\$6.99 lb**
(Apple Honey Almond Stuffing or Cornbread Andouille Cherry Stuffing)

SEAFOOD

Fresh Wild Atlantic Haddock Fillets **\$11.99 lb**

NEW! Hudson NY Catsmo Atrisan Smokehouse Gravelox
(Vodka & Dill or Original) **\$8.99/4 oz**

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488
FEBRUARY 5 - 28, 2019



WHAT ARE EPSOM SALTS?

Epsom salts are not actually salt, but rather a naturally occurring mineral compound of magnesium and sulfate named for a bitter saline spring in Epsom in Surrey, England. They have been used for hundreds of years as a cure for all sorts of ailments from skin issues to aching muscles to colds and congestion.

HOW DO THEY WORK?

Magnesium and sulfate are both easily absorbed by the skin, so the body takes in these helpful nutrients during the bath.

WHAT ARE THE BENEFITS?

Epsom salts are said to ease stress, relieve muscle cramps and soreness, help with constipation, support good skin health, eliminate toxins from the body, and so much more.

HOW DO I TAKE AN EPSOM SALTS BATH?

Run the bath at a heat level that's comfortable for you. As the bath runs, add 2 cups Epsom salts, agitating the water with your hands to help the salts dissolve. If your water is unfiltered, you might want to add a teaspoon of vitamin C powder. You can also experiment with raising the pH of the water (can be helpful for skin infections) with the addition of ¼ cup to 1 cup baking soda. Turn off the bath, and, if you like, add several drops of essential oil. Set the mood with candles and your favorite music, and soak for 15 to 20 minutes to get the full benefit of the salts.

Looking for a great way to show love to yourself in this month of love? Run yourself an Epsom salts bath!



Natural Foods Great **8** for February

There are over **800 products** on sale in our stores in February, and we've picked our very favorites. Don't forget to look for the **BEET** all month long!



Shire City
FIRE CIDER
all varieties
25% off



Amy's
FROZEN PIZZA
select varieties
\$6.49



Chocolove
CHOCOLATE BARS
3.1 - 3.2 oz all varieties
2/\$4



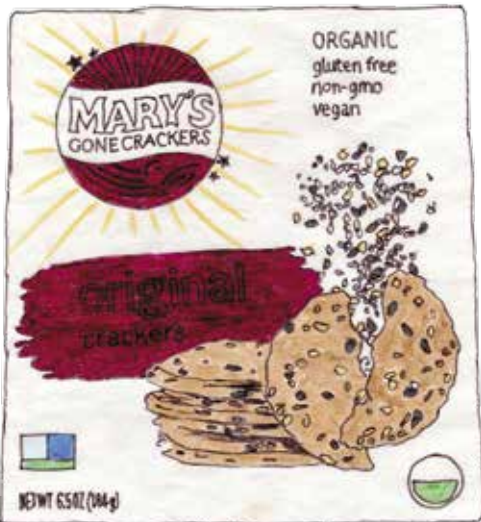
Vegan Rob's
SNACK PUFFS
all varieties
2/\$4



Amy's
CANNED CHILI
all varieties
\$2.99



La Tourangelle
OILS
select varieties
25% off

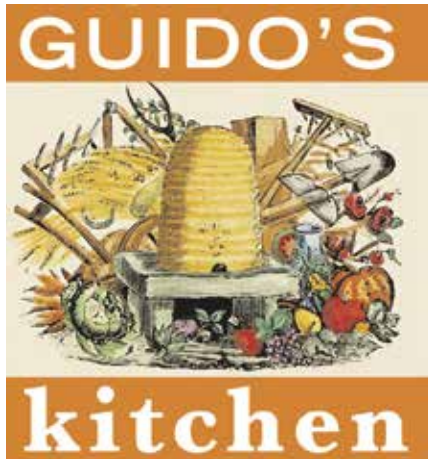


Mary's Gone Crackers
CRACKERS
5 - 6.5 oz all varieties
2/\$7



Primal Kitchen
COLLAGEN PROTEIN BARS
all varieties
\$1.99

GUIDO'S KITCHEN FEBRUARY PICKS



Linzer Heart Cookies
\$.59/each You save \$.40
Four Onion
Twice-Baked Potatoes
\$5.99 You save \$2

ONLY IN PITTSFIELD



LA GROTTA FEBRUARY JUICY DEALS



Pagos Los Vivales Silver Label
A super flavorful and sharp raw, sheep's milk cheese from Zamora, Spain similar to Manchego.
\$17.99/lb You save \$2/lb

Da Morgada Quince Paste
A firm fruit jelly made from quince that pairs like a dream with Portuguese and Spanish cheeses.
\$17.99/lb You save \$2/lb

Caseificio Busti Frescoverde
A barely aged fresh-ish sheep's milk Pecorino from Italy, rubbed with olive oil and pressed with organic aromatic herbs from Carrara.
\$15.99/lb You save \$2/lb

Tomme De Savoie
A raw cow's milk cheese from the Rhone Alps in Savoie that changes with the seasons.
\$22.99/lb You save \$2/lb

ONLY IN PITTSFIELD

PITTSFIELD CAFÉ FEBRUARY DRINK OF THE MONTH

When does black and blue = delicious?
When it's in a cup from our Pittsfield café.

THE BRUISER has blackberries, blueberries, banana, almond butter, soy-milk, and house-made coconut milk, and it's the café's **#juicydeal** of the month!



\$5.95

20oz

you save \$1

**ONLY IN
PITTSFIELD**



LET'S WORK TOGETHER TO MAKE 2019 THE YEAR OF LESS PLASTIC!



Fill your bottle: By May 1, 2019, in accordance with the Great Barrington plastic bottle bylaw, we will no longer sell single-use plastic bottles that are 1L or smaller. We endorse this bylaw, and will implement it in both stores. We encourage you to come into the stores to refill your reusable bottle. We have free filtered bottle fillers in both stores, as well as a full line of reusable bottles for sale. And for those who don't have their bottle, we'll have glass and boxed options for sale.

Bring your own bag: In the 5 years since we got rid of plastic bags at the checkout in our stores, we've eliminated 4,250,000 bags from the system. Every time you bring your own bag, you increase that number and bring us closer to becoming a waste-free community.

Buy in bulk: Shopping the bulk section minimizes waste and saves you money. You can even make it an entirely waste-free process by bringing your own containers to fill in the store.

Check out Guido's nut butters now in glass! Buy one of our house-filled jars, and bring it back for your next waste-free nut butter purchase.

Get into the reusable produce bag habit: Keep a few small produce bags in your shopping bag and minimize your plastic bag use when you shop.

THE MARKETPLACE SPECIALTY FOODS FEBRUARY DEAL



20% off
Select Harney and Sons HT Teas

HT Tea tins:
Black Currant, Chinese Flower,
Hot Cinnamon Sunset

**ONLY IN
GREAT BARRINGTON**



OUR FEBRUARY PICK

Perfect for breakfast in bed!
**BODUM SINGLE
SERVE COFFEE
PRESS**

\$14.99



WINE
DEPARTMENT
FEBRUARY
VINE & DINE
SELECTION:

DOMAINE
BOUSQUET
MALBEC

Mendoza, Argentina

\$10.99
SAVE \$2



Made from organic grapes sourced mainly from vineyards high in the Andes mountains. A full-bodied red wine of dark, violet color with reddish tones. It presents blackberry aromas with notes of currants and fig. An excellent match for full-flavored dishes such as short ribs, lamb, roast pork, creamy mushroom sauces, and cow's milk cheeses like Comté and Taleggio.

JOIN US IN THE STORES FOR WINE & CHEESE TASTINGS EVERY WEEKEND



Cookbook Club

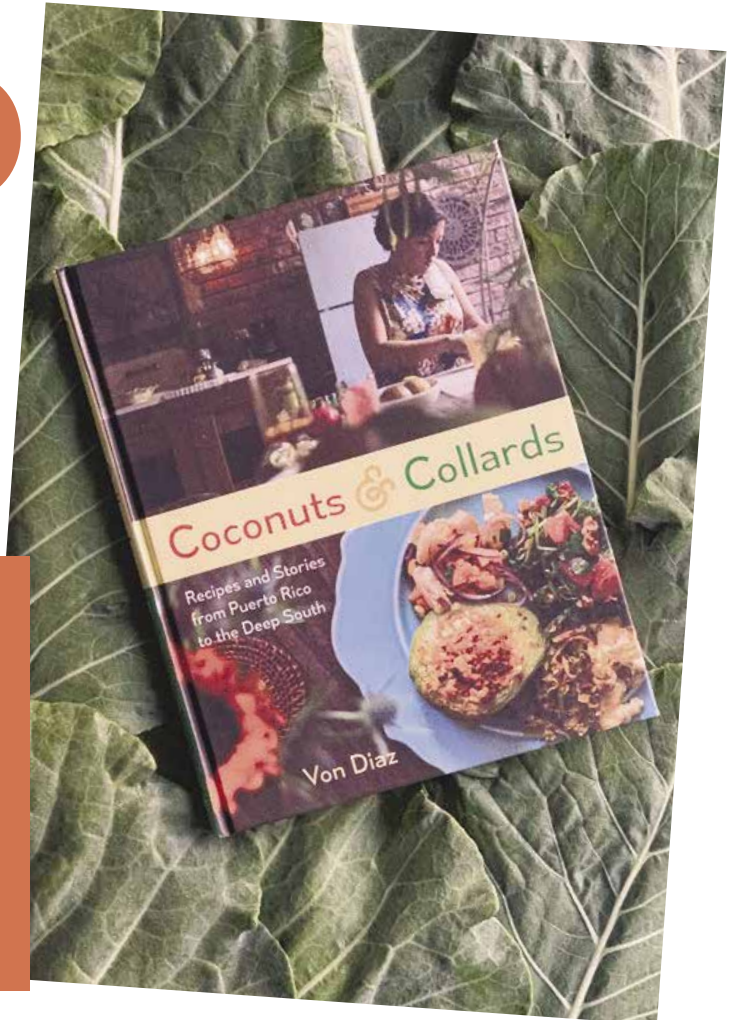
*Want to cook more
and make new friends?*

Join the Guido's
Cookbook Club!

**February's
BOOK of the MONTH
Coconuts &
Collards**

Recipes and Stories from
Puerto Rico to the Deep South

by **Von Diaz**



RSVP to:

achernila@guidosfreshmarketplace.com

#guidoscookbookclub

NEXT COOKBOOK CLUB POTLUCK SUPPER

Thursday, February 28 at 7pm

IN PITTSFIELD

A LOVE LETTER to MATT & CHRIS



Excerpted from remarks given by **ANNA MASIERO** at the Southern Berkshire Chamber of Commerce's *Business People of the Year* event in honor of her uncle and father (pictured) at the Norman Rockwell Museum in September 2018.

I'd like to take a few minutes to talk about what it is like to be a child of Guido's. There's lots of family lore – stories filled with hope, pain, and inspiration. These stories have become a part of me. The Big Lessons: work hard, family first, be humble, help others, dream big, and of course, eat good food.

Early on, Matt began his workday at midnight. He would start in Pittsfield and drive to Boston where he entered the war zone of the New England Produce Center, fighting relentlessly to find the very best produce. At four in the morning, it was time

for Chris to start his day. My dad put his heart and soul into creating endless bountiful beautiful displays of fruit and produce, all the while carrying on conversations with customers and guiding the staff, which was at this point all cousins, aunts, and uncles. And at the end of the day the entire store would be broken down and returned to the cooler. This was their life for years.

Yesterday I asked my dad about the most important thing about running a business. He said, "Anna, you're only as good as the people you work with. And you better treat those people with

respect, dignity and give them support. As humans we're all equal".

Matt and Dad, you have taught us not to boast and to be kind to others, no matter what. You are proof of what passion and love can create. You have changed the lives of hundreds, and have made our own lives one special ride. There are no words that can describe how grateful we are to have you as fathers and how proud we are as your kids. We love you, thank you, and most importantly, urge you to keep dreaming big....

COME & GET YOUR LOVE



All your Valentine's Day bases are covered with a single stop at Guido's.

We'll see you in the stores!

IN PITTSFIELD: 1020 South St. 413-442-9912

IN GB: 760 S. Main St. 413-528-9255

guidosfreshmarketplace.com

@guidosfreshmarketplace #guidosfresh



What could be sweeter?

GUIDO'S
G FRESH
EST. 1979
MARKETPLACE