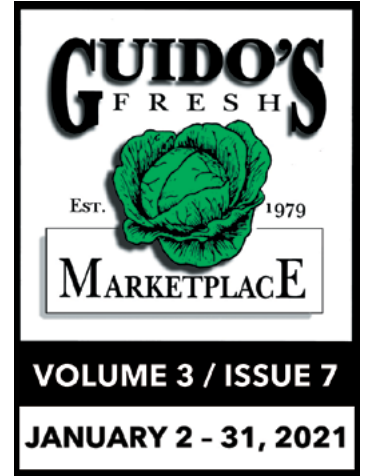


JANUARY



The new year

is always a natural moment to begin again. We put aside the ups and downs of the previous year, make goals for the future, and reset with the hope and optimism of a fresh start. This year is a little different, as we've all had some big lessons in letting go of plans and expectations in 2020. There's a lot to be hopeful for in the coming year, and we're dedicating this newsletter to our goals and plans for 2021. We're working on staying healthy, keeping moods up through the winter, supporting our friends and neighbors, and cozying up at home. Most of all, we've begun the expansion of our Great Barrington store! We're so excited to share the details of that with you, too. **Read on for the best of January in our stores.**

OUR JANUARY RECIPE:

Pummelo Salad with Coconut and Shallots

Pummelo salads are very popular in Thai cuisine, and this simplified riff on the traditional Yam Som O is a great way to bring fresh flavors to the table in these cold winter months. Add grilled or poached shrimp for a one-bowl meal.

Serves 4 to 6

- | | |
|--|---|
| 1 tablespoon dark brown sugar | ½ cup unsweetened shredded coconut |
| 1 tablespoon warm water | ¼ cup peanuts |
| 1 tablespoon minced jalapeno pepper, or more to taste (½ small jalapeno) | ¼ cup coconut oil |
| 1 minced garlic clove | ½ cup thinly sliced shallot rings (2 small shallots) |
| ¼ cup fresh lime juice (1 lime) | Salt |
| 3 tablespoons fish sauce | 2 pummelos |
| | 1 cup loosely packed fresh mint leaves, roughly chopped or torn |



- Whisk together the sugar and water. Add the jalapeno, garlic, lime, and fish sauce. Set aside so the garlic and pepper can pickle a bit while you prepare the other ingredients.
- Toast the coconut in a small, dry saucepan over medium heat until golden brown, 3 to 4 minutes. Transfer to a bowl, wipe out the pan, and add the peanuts to the pan, toasting until they color slightly, 2 to 3 minutes. Remove from heat, pour the peanuts into the bowl with the coconut, and wipe out the pan.
- Add the coconut oil to the pan, and set over medium-low heat. As soon as the oil melts, add the shallots and increase the heat to medium. Let the shallots sit undisturbed in the oil, keeping a close eye on them to prevent burning, until they're golden brown, 3 to 5 minutes. Remove the shallots from the oil with a

slotted spoon and transfer to a paper towel-lined plate. (Reserve the infused oil for any recipe in the future that would benefit from the shallot flavor.) Sprinkle the shallots with salt.

4. Use a knife to remove the peel and pith from the pummelos. Once you get down to the flesh, use your hands to separate large chunks of flesh from the pith, working over a medium bowl to catch the juice and the flesh. Add the mint, coconut, peanuts, three quarters of the dressing, and half the shallots, gently tossing to coat all of the ingredients. Taste, and add more dressing if needed. Sprinkle the remaining shallots over the salad.

MATT'S PRODUCE PICK PUMMELOS

"Pummelos are sweeter and meatier than grapefruit, which makes them a great choice for salads. Look for big, heavy pummelos, and enjoy them while the season lasts!"

- Matt Masiero, Guido's co-owner

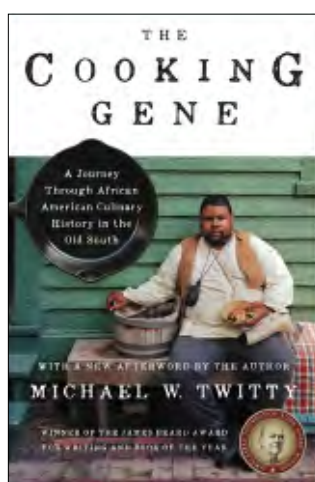
This month, we'll be rounding up for BCAC Fuel Assistance. Please join us in helping to keep our neighbors warm this winter!



Guido's Virtual Cookbook Club

Join us for a virtual Cookbook Club Gathering as we read, cook through, and discuss:

The Cooking Gene: A Journey Through African American Culinary History in the Old South
By Michael Twitty



January 14, 2021 at 6:30 pm



James Beard Award winning author Michael Twitty will join us for this free special event in partnership with the NAACP Berkshire County Branch.

For more details or to RSVP, email achernila@guidosfreshmarketplace.com

Our Great 8 for January

There are over 300 products on sale in our stores in January, and each month we choose our favorites. Don't forget to look for the BEET all month long!

 <p>Ithaca HUMMUS all varieties \$3.99</p>	 <p>Bjorn Corn POPCORN all 3 oz varieties \$2.99</p>	 <p>Frontera SALSA all varieties 2 for \$7</p>	 <p>Violife VEGAN CHEESES all varieties 20% off</p>
 <p>Gold Thread PLANT BASED TONIC all varieties \$2.99</p>	 <p>Jovial ORGANIC BROWN RICE PASTA all 12 oz varieties 2 for \$7</p>	 <p>Zoup! BONE BROTH all varieties \$5.99</p>	 <p>Family Farmstead LOCAL CREAM - TOP MILK 64 oz variety only \$4.99</p>



GUIDO'S
FRESH
MARKETPLACE



HERE WE GROW!

GB EXPANSION PROJECT

You might have noticed some construction activity around our Great Barrington store. Our big **EXPANSION PROJECT** is finally underway, and we're so excited to start working towards the end result - a bigger and better Great Barrington Guido's!



EXPANDED STORE

CURRENT
STORE

Store Front

WHAT'S COMING?

Here is a sneak peek of what you can expect from our new, expanded GB store:

Café, juice, and smoothie bar with indoor and patio dining

Pizza oven with slices and whole pies

Expanded deli, prepared foods, hot bar, and salad bar

New bakery

Larger Chef's Shop area with a complete selection of tools for the home cook

A fast and light-filled checkout area

An expanded cheese department with more local and imported options, including mozzarella made in-house daily

New and expanded restrooms

More gifts, flowers, and home goods from Bella Flora

An expanded wine department with an increased selection of wine, beer, and spirits

Wider aisles

Expanded dairy and bulk departments

More trees outside to shade an expanded parking lot

More space, more light, and more of everything
YOU LOVE ABOUT GUIDO'S!



**THE GB STORE
WILL REMAIN
OPEN**

during the project. We hope to complete the expansion of Guido's Great Barrington by Spring/Summer 2022! Thank you for your patience as we build a better store.

**ABOUT GUIDO'S FRESH
MARKETPLACE**

**YOUR LOCAL, FAMILY-OWNED
GROCERY STORE**

Guido's Fresh Marketplace has been feeding an enthusiastic, smart, food-loving crowd for 40 years and counting. What a delicious experience it has been! When we started in 1979, our motivation was simple: We loved good food, and we were hungry for fresh and beautiful ingredients. This is still true today, and we remain steadfast in our collective dedication to bringing Guido's customers the very freshest, highest quality foods we can find.

WE'LL SEE YOU IN THE STORES!

BELLA FLORA

BRING THE OUTSIDE IN: Five Health Advantages of Indoor Plants

As we spend more and more time at home, we're all looking for easy ways to spruce up the space and make it feel new and vibrant. It's a great time to invest in a new houseplant or two! Here are a few of our favorite reasons to bring the outside in.

1. Breathe easy.

Because plants take in carbon dioxide and release oxygen, they're natural air fresheners. There are even a few plants, such as the Snake Plant, Christmas Cactus, and Aloe Vera, that go through this process at night, releasing oxygen into the air as you sleep. Keep these plants in your bedroom for a deep and healthful sleep.

2. Keep good company.

Studies have shown that hospital patients recover more quickly with plants nearby. Caring for plants can increase our feelings of happiness and relaxation, and make us feel less lonely and depressed.

3. Stay humidified.

Plants release moisture into the air, making them perfect natural humidifiers. Especially during the winter months, keep your rooms populated with plants to counter the dryness.

4. Purify your air.

Plants have the ability to filter common household toxins like formaldehyde and benzene from the air. Golden Pathos and rubber plants are especially effective air purifiers.

5. Beautify your space.

Living with beauty around us enhances mood and increases a sense of well-being. Choose plants with colors and textures you love to create beauty in every corner of your home.

Find perfect houseplants for every room of your house at Bella Flora!

Bellafloraberks.com

la grotta

Taste the cheeses of the world and travel from the safety of your own home!

This month, we're featuring Affineurs Hervé Mons of Mons Cheesemongers in France and Michael Mathier of SwissCru in Switzerland.

La Grotta January Juicy Deals

Comté 30-month AOP with raw cow's milk, aged in the Tunnel de la Collonge, France. Introductory price \$26.99/lb, You save \$4/lb

Gruyère Alpage des Grottes AOC

20-month raw cow's milk, cave-aged in the medieval town of Gruyères. Introductory price \$24.99/lb, You save \$5/lb

Le Poivrin Vacherin with thermalized cow's milk and coarsely-ground Madagascar black pepper, a Swiss favorite aged by Hervé Mons with a savory flavor similar to a fontina. Introductory price \$24.99/lb



ONLY IN PITTSFIELD

CURBSIDE PICKUP

Looking for contactless pickup? We'd love to shop for you.

Place your order at guidosfreshmarketplace.com/blog/curbside-pickup-at-guidos/



SAVE! JANUARY Mazzeo's SPECIALS

We're starting the year off on a healthy note with all-natural poultry and lean beef!

**PLAINVILLE FREE-RANGE,
STORE-GROUND TURKEY**
(from boneless thighs)
\$3.49/lb

**MAZZEO'S OWN HOUSEMADE
TURKEY BURGERS**
(Spinach & Feta or Basil Black Pepper)
\$5.99/lb

APPLEGATE TURKEY BACON
\$4.29/8oz

**NATURAL FREE RANGE,
STORE-GROUND CHICKEN**
(from skinless thighs)
\$3.99/lb

96% LEAN GRASS-FED, GRAIN-FINISHED GROUND ROUND
\$5.99/lb

January 2 – 31, 2021

S O U P S O N



Pick up a quart of our own Gardener's Vegetable Soup. It's super hearty, warming, and vegan. Perfect for a quick weeknight dinner.

\$8.50/quart
You save \$1.45
ONLY IN PITTSFIELD



Get inspired in the kitchen in 2021 with new cookware!

20% OFF ALL COOKWARE

WINE
DEPARTMENT
JANUARY
VINE & DINE
SELECTION:

Les Darons Rouge
Languedoc, France
\$12.99

Our Pittsfield store has teamed up with Vino Verified to give you the full story behind our wine selection. Simply open the Vino Verified App and scan the tag found on the bottle to learn more!

Vino Verified

1 Get the App 2 Scan the tag 3 Get the Story



The Les Darons by Jeff Carrel is a blend of 75% old vine Grenache, 20% Syrah and 5% Carignan. This accessible wine has loads of character. Packed with ripe, red and dark fruit aromas, with plenty of spice and an underlying minerality.

Try with roasted chicken, pork or lamb, or alongside vegetables such as shiitake mushrooms, roasted red peppers or butternut squash. Parmigiano-Reggiano or Gouda make for fine cheese pairings.

90 pts! "... This elegant, beautifully perfumed red has sweet cherry and black raspberry fruits intermixed with ample spice, candied violets, and ground pepper ... silky and seamless on the palate, with beautiful purity and an upfront, charming style."

- JD, JebDunnuck.com, 9/19



Now that winter has firmly settled in, it's more important than ever to stay focused on our health. Here are some tips from our Wellness team to help you keep your immune system strong through these cold months.

- **Fresh air:** Be sure to get outside, breath deep, and enjoy the outdoors.
- **Keep warm:** Bundle up in layers when you're outside, and make sure you have the right clothes to stay warm.
- **Stay hydrated:** We often drink less water when it's cold, but hydration is more important than ever.
- **Take a daily probiotic:** Remember that most of our immunity is made in the gut, so you want to keep that microbiome happy.
- **Keep up with your supplements:** Make daily Vitamin C, D, Zinc, and a Multi a part of your routine. For those with sensitive systems, choose buffered C which is often made with calcium and magnesium to help neutralize the acidity of vitamin C.
- **Take your elderberry syrup:** Did you make your own? Or come see us to choose from our many brands of elderberry products.
- **Sip on fire cider:** Check out our November newsletter for Rosemary Gladstar's recipe, or pick up some local Shire City Fire Cider.
- **Take a mushroom supplement:** We love the one from Host Defense or Guido's Own Mushroom Defense Mix.
- **Meet Astragalus:** This is a traditional chinese medicine herb for immunity. Guido's Own brand comes in capsule form, which is so easy to take.
- **Hydrate with soups and broths:** Maybe make an immune boosting broth with a touch of miso!
- **Eat coconut oil:** This delicious oil contains the anti-viral compounds of lauric and caprylic acid.
- **Drink tea!** What's in Wellness team member Bonnie Bell's teacup right now? Pukka brand Elderberry & Echinacea tea. Yum... and healthy for the immune system!

Guido's Café January Juicy Deal Katalyst Kombucha



NEW IN THE CAFÉ THIS MONTH:

We are now carrying local Katalyst Kombucha on tap!

Grab a cup of fizzy, gut-healthy kombucha next time you're in! Choose from Bliss Berry, Ginger Devotion, or Concord Grape.

\$2.49/16oz Save .50

ONLY IN PITTSFIELD