

# September

CELEBRATING 40 YEARS



VOLUME 2 / ISSUE 4

SEPT 3 – SEPT 30, 2019

# Forty years, in the blink of an eye.

In the spring of 1979, two brothers opened a small, seasonal roadside produce stand. Each night, Matt Masiero would take their trusty second-hand box truck down the Mass Pike to The Chelsea Produce Market to seek out the most beautiful produce he could find. Before the sun began to rise, he had loaded the truck and was on his way home, where his brother Chris would meet him to unload countless heads of lettuce, boxes of bananas, and cases of squash. In the early hours of the morning, Chris would set up the stand, stacking the peach crates and bins just so. He worked to build displays that truly reflected the Italian concept of *abbondanza*, or “abundance.” The teamwork and dedication of these two brothers was unconditional. Berkshire residents and visitors took notice, and the business flourished.

As we look back on the last forty years since that first season of Guido’s, abundance seems like just the right word to describe these delicious decades. We’ve had an abundance of wonderful customers, of great community, and fantastic food. This month, we’ll be celebrating our fortieth year with parties in the stores every week, complete with prizes, deals, and of course, cake and ice cream. We hope you’ll come celebrate with us, so we can celebrate you, our community that makes us what we are.

Read on for the best of September in our stores.



**Cover photo: Co-owners Matt and Chris, 1984**  
**Above: The boys in the original Pittsfield store**

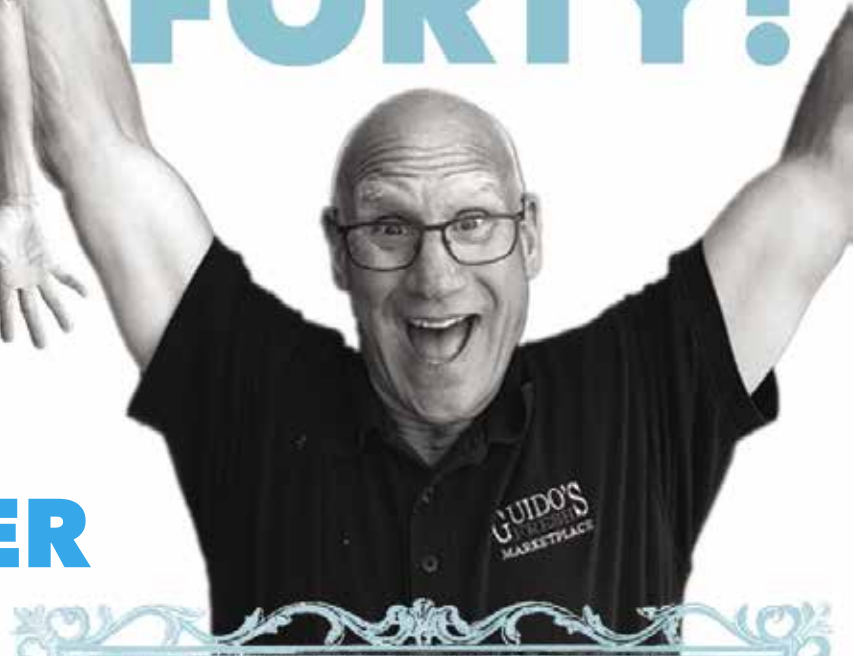
# GUIDO'S IS FORTY!



JOIN  
US  
**EVERY  
THURSDAY**

IN  
**SEPTEMBER**

FOR  
DISCOUNTS  
DEALS  
PRIZES  
&  
MORE...



**40TH BIRTHDAY**  
**PARTY**  
#40thbirthdayparty





# JOIN US EVERY THURSDAY SEPTEMBER 5, 12, 19 & 26

HERE'S WHAT WE HAVE IN STORE...

## DISCOUNTS

**10% OFF** purchases\* at checkout **plus a 10% off** come again coupon to use before October 31, 2019

## DEALS

Month-long **"Juicy Deal"** pricing on lots of your favorite LOCAL products

Throwback **1979 Produce Pricing** on a new item every week

**25% OFF** all High Lawn Farm products all month long

Fun **FLASH SALES**

## PRIZES

Themed **Gift Basket** give-aways every Thursday

Bring in your **Reader Raffle** entry form located on the back of our September Newsletter to win a **\$100 Guido's Gift Card**

**A GRAND PRIZE of a \$1,000 Guido's Gift Card drawn at the end of the month**

## BIRTHDAY CAKE

served up by Matt & Chris  
from 3-6pm

\*Discount valid only at time of sale. Only one discount applicable per sale. Cannot be used with Senior Discount.

Excludes: all catering goods and services, all custom floral orders and gift baskets, some sale items, produce cases, alcohol, whole turkeys, lobsters, *Chocolate Springs* items, Guido's Juice Passes and Guido's Gift Cards. Additional restrictions may apply.

## **EVENING EVENTS**

IN PITTSFIELD

Sept 12, 7-9 pm

### **Fermented Vegetables: Preserving and Enhancing Summer's Bounty with Mark Phillips of Hosta Hill**

This workshop will provide an in-depth overview and demonstration of the process for safe, simple, and effective fermentation of vegetables, a timeless strategy for preserving and enhancing the taste of seasonal produce.

It will include a demonstration of how to properly prepare and set up a fermentation vessel, and principles and practices for successfully managing your ferment.

*This event is FREE, but we only have 12 spaces.*

*Please register online at:*

<https://guidosfreshmarketplace.com/features-home/party/>

September 19, 7-9 pm

### **Delivering Love, Long Distance with Janet Reich Elsbach**

A home cooked meal is a lovely gesture for friends and neighbors, but how do you express your food love to those outside your delivery zone? Join us to deep dive into the art of the care package. We'll prepare a few simple recipes that come together quickly and travel successfully, and discuss other elements of the well-crafted and thoughtful delivery: funky packaging, extra-comfort additions and tricks for making a priority mail box overflow with love. During class, we'll pack boxes for local youth who are off at college with no network of support, and you'll go home with an enhanced toolkit, recipes and ideas for future deliveries of your own! (Note: A big thank you Rope Berkshires (ropeberkshires.org) for their work with Berkshire youth, and for making these connections possible.)

*This event is FREE, but we only have 18 spaces.*

*Please register online at:*

<https://guidosfreshmarketplace.com/features-home/party/>

September 26, 7-9 pm

### **Guido's Cookbook Club Potluck with the Moosewood Cookbook**

This event is FREE as always, and open to all! Please email Alana at [achernila@guidosfreshmarketplace.com](mailto:achernila@guidosfreshmarketplace.com) for more information or to RSVP.

Find complete details online at  
[guidosfreshmarketplace.com](https://guidosfreshmarketplace.com)

## **SPECIAL GUESTS**

### **Demos and tastings throughout the day every Thursday with our friends from:**

Tierra Farm, Esselon Coffee,  
High Lawn Farm, Arcadia's Kitchen,  
SoCo Creamery, Bart's Ice Cream,  
Sidehill Farm Yogurt,  
Host Defense, Hosta Hill,  
Gammelgården Creamery,  
Bola Granola, Currency Coffee,  
Grace Hill Farm,  
Healthy Gourmet Kitchen,  
The Sprout Brothers



## **SEE YOU IN THE STORES!**



## **M E A T**

Baby Back Pork Spare Ribs **\$3.99/lb**

Natural Boneless Chicken Thighs **\$3.99/lb**

Applegate All-Natural Turkey Hot Dogs **\$4.99/pkg**

## **S E A F O O D**

Mazzeo's Own Seafood Salad **\$7.99/lb**

Seaweed Salad **\$9.99/lb**

**NEW!** Store-made Lobster Stock **\$3.99/qt**

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488  
SEPTEMBER 3 - SEPTEMBER 30, 2019

# GATHER WITH YOUR FAMILY & FRIENDS



Celebrate the bounty of the Berkshires, and rejoice with our Guido's family all month long as we celebrate 40 incredible years. Gather with your family and friends around a table adorned with stunning local flowers and thoughtfully curated home goods, candles, and gifts. We love what we do, and we love to share that joy with you.

**Thank you, from our family to yours.**

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

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

[bellafloraberkshires.com](http://bellafloraberkshires.com)





# Natural Foods Great 8 for September

There are over **800 products** on sale in our stores in September, and each month we choose our favorites. To celebrate our 40th birthday, we've filled this month's Great 8 with a line up of local products we love!



Bola  
**GRANOLA**  
16 oz original only  
**\$5.99**



Tierra Farm  
**BULK NUTS**  
selected organic raw varieties  
**\$2 off /lb**



Arcadia's Kitchen  
**SALSA**  
all varieties  
**\$5.99**



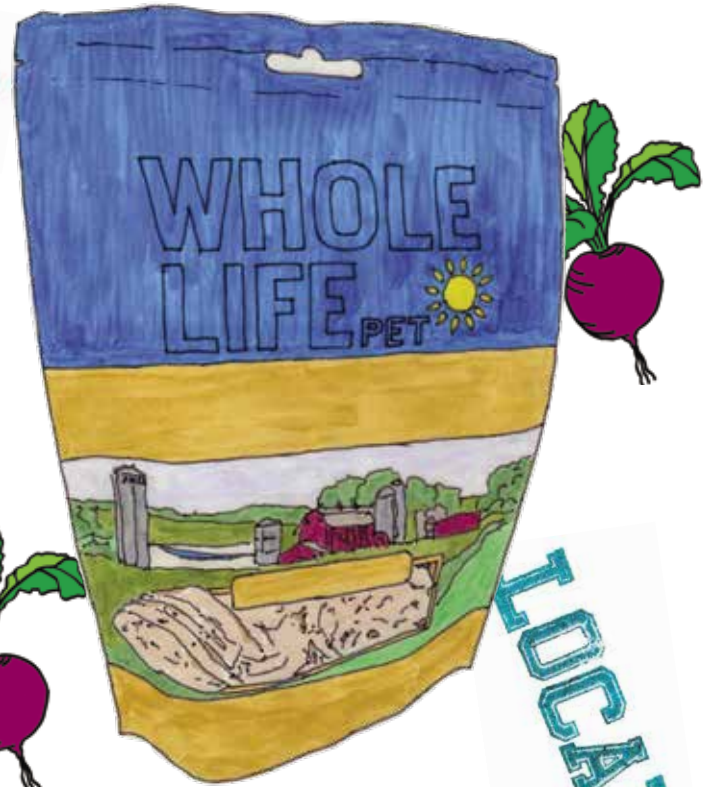
Hosta Hill  
**FERMENTED VEGETABLES**  
all 16 oz varieties  
**\$6.49**





Shire City  
**FIRE CIDER**

all varieties except bulk  
**25% off**



Whole Life  
**PET TREATS**

all varieties  
**30% off**



Side Hill Farm  
**YOGURT**

all 32 oz varieties  
**\$1 off**



High Lawn Farm  
**DAIRY**

all High Lawn Farm products  
**25% off!**

# MATT'S SEPTEMBER PRODUCE PICK



**“Is there any better month to enjoy produce than September? It seems like all my favorite fruits and vegetables are at their peak. And the apples! There are new varieties coming in every week, so the best way to get the most out of apple season is try a new apple every time you shop.” -MATT MASIERO**

## Which apple, which recipe?

**The sheer number of apple varieties during peak apple season can overwhelm even the most savvy apple eater! Here’s a quick guide to some of our favorite apples:**

**Gala:** A sweet, crisp apple, best for eating fresh.

**Jazz:** This cross between a Gala and a Braeburn is great fresh or baked into pies and crisps.

**McIntosh:** Crispy and tangy, perfect fresh and in salads. They don’t hold their shape when baked, so Macs are ideal for sauce.

**Mutsu:** Big and pale skinned, these apples are superb with cheese. They’re also one of the best choices for pie.

**Honeycrisp:** One of our all-around favorite apples. Perfect for fresh eating, baking, and salads.

**Cortland:** Slightly tart, with very white flesh. A good choice for cake and pie.





# RECIPE SWAP

This month, we reached out to local publisher **Storey Publishing** in North Adams in search of a great apple recipe. They responded with this fantastic cake from *The Apple Cookbook* by **Olwen Woodier**, which sounds like a perfect way to make use of September fruit.

## New York Apple-Bourbon Cake

*This recipe has been adapted from the New York State Apple Association. Its spokesperson, Julia Stewart, says this cake gets rave reviews because people love the flavor of the bourbon and spices. If bourbon is not to your liking, you can substitute apple cider or juice.*

Yield: 8–12 servings

4 medium apples (Cortland, Empire, Jonagold), peeled, cored, and coarsely chopped (4 cups)  
1 cup bourbon  
2 cups sugar  
½ cup canola or vegetable oil  
2 eggs  
2 cups all-purpose flour  
2 teaspoons baking powder  
½ teaspoon baking soda  
½ teaspoon salt  
2 teaspoons ground cinnamon  
½ teaspoon freshly grated or ground nutmeg  
¼ teaspoon ground cloves  
1 cup coarsely chopped walnuts  
Whipped cream, for serving

**1.** Preheat the oven to 350°F. Lightly grease a 9- by 13-inch baking dish.



Photography © by Leigh Beisch

**2.** Place the apples in a large shallow dish and pour the bourbon over the apples. Cover and set aside, stirring occasionally to keep the apples evenly coated with the bourbon.

**3.** In a medium bowl, beat together the sugar, oil, and eggs with a whisk until completely combined.

**4.** Sift the flour, baking powder, baking soda, salt, cinnamon, nutmeg, and cloves into a large bowl. Stir in the nuts, the egg mixture, and the bourbon-soaked apples with their liquor.

**5.** Spoon the batter into the prepared baking dish. Bake for 50 to 55 minutes, or until a toothpick inserted in the center of the cake comes out clean.

**6.** Serve warm or at room temperature with whipped cream.

Excerpted from *The Apple Cookbook* © by Olwen Woodier.  
Used with permission from Storey Publishing.





Treat your skin right!



Locally-made, Honey Hive Soap is 100% cruelty free, paraben free, SLS free, and phthalate free.

## THE MARKETPLACE SPECIALTY FOODS SEPTEMBER DEAL



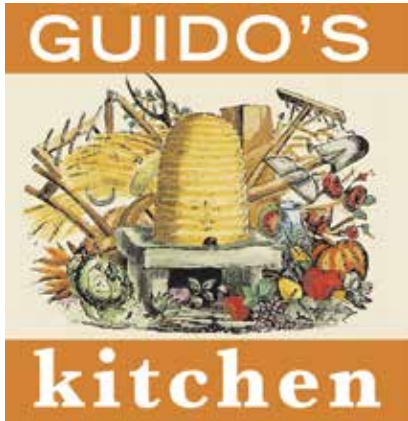
the Marketplace

High Lawn Farm Cheese

Save 25%



# GUIDO'S KITCHEN SEPTEMBER PICKS



**FRENCH BAGUETTES**  
**\$2.99/ea You save \$1.30**

**CHICKPEA SALAD**  
**\$3.99/lb You save \$2/lb**

**NO. SIX DEPOT COFFEE**  
**15% off All varieties**  
**ONLY IN PITTSFIELD**



# LA GROTTA SEPTEMBER JUICY DEALS



**ONLY  
 IN PITTSFIELD**

GUIDO'S FAVORITE  
 CHEESES &  
 PROVISIONS  
*from near and far*

la grotta

**ALL HIGH LAWN FARM CHEESES**  
**25% off**

Guido's Own Mozzarella  
**\$6.99/lb** You save \$5/lb

Vermont Creamery Goat Cheese Logs  
**\$3.99/ea** You save \$2/ea

Prairie Breeze Cheddar  
**\$16.99/lb** You save \$4/lb

Gruyere Belfaux  
**\$18.99/lb** You save \$6/lb

# PITTSFIELD CAFÉ SEPTEMBER PICK OF THE MONTH

Sweeten up your day with our popular **Jess Express**. With banana, cacao nibs, peanut butter, rice milk, and house-made cashew-chia milk, it's the perfect power packed treat.



**\$5.95/** 16 oz  
**you save \$1**

**ONLY IN PITTSFIELD**



**OUR  
SEPTEMBER  
PICK**

**KILNER JARS**

From pickling to pantry organization, these beautiful jars have endless uses in the kitchen!



# WINE DEPARTMENT

SEPTEMBER  
VINE & DINE SELECTION:

**Chateau Pesquie  
Terrasses Rouge**

**Ventoux, France**

**\$12.99**

**Save \$3.00 per bottle**



Remarkably consistent in even the most challenging vintages, Les Terrasses Rouge benefits from being sourced from vineyards scattered around the foothills of Mont Ventoux. Due to their elevation, these sites are protected from stray summer storms that can devastate other parts of the Rhône valley. The limestone-rich soil makes for a bright, lively wine with enticing red fruit flavors and aromas of thyme and rosemary. Drink along side savory stews or French onion soup, duck, lamb, short ribs, or steak. Try with robust bean and vegetable dishes with eggplant or zucchini; strong, firm cheeses or blue-veined cheeses such as French Bleu d'Auvergne.

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

# A RAFFLE JUST FOR YOU, DEAR GUIDO'S NEWSLETTER READER!



ONE ENTRY PER CUSTOMER, PER STORE VISIT PLEASE.

Fill out this raffle entry form, **CLIP** and **BRING** in to either Guido's location, hand to your cashier at checkout, and you'll be entered to **WIN**.

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Guido's will not sell or otherwise share your information with a third party.

**WIN a  
\$100  
GUIDO'S  
gift card**

**RAFFLE ENDS  
9/30/19**

## 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. 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!**

**TWO CONVENIENT  
ROUTE 7 LOCATIONS**

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

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

[guidosfreshmarketplace.com](http://guidosfreshmarketplace.com)

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