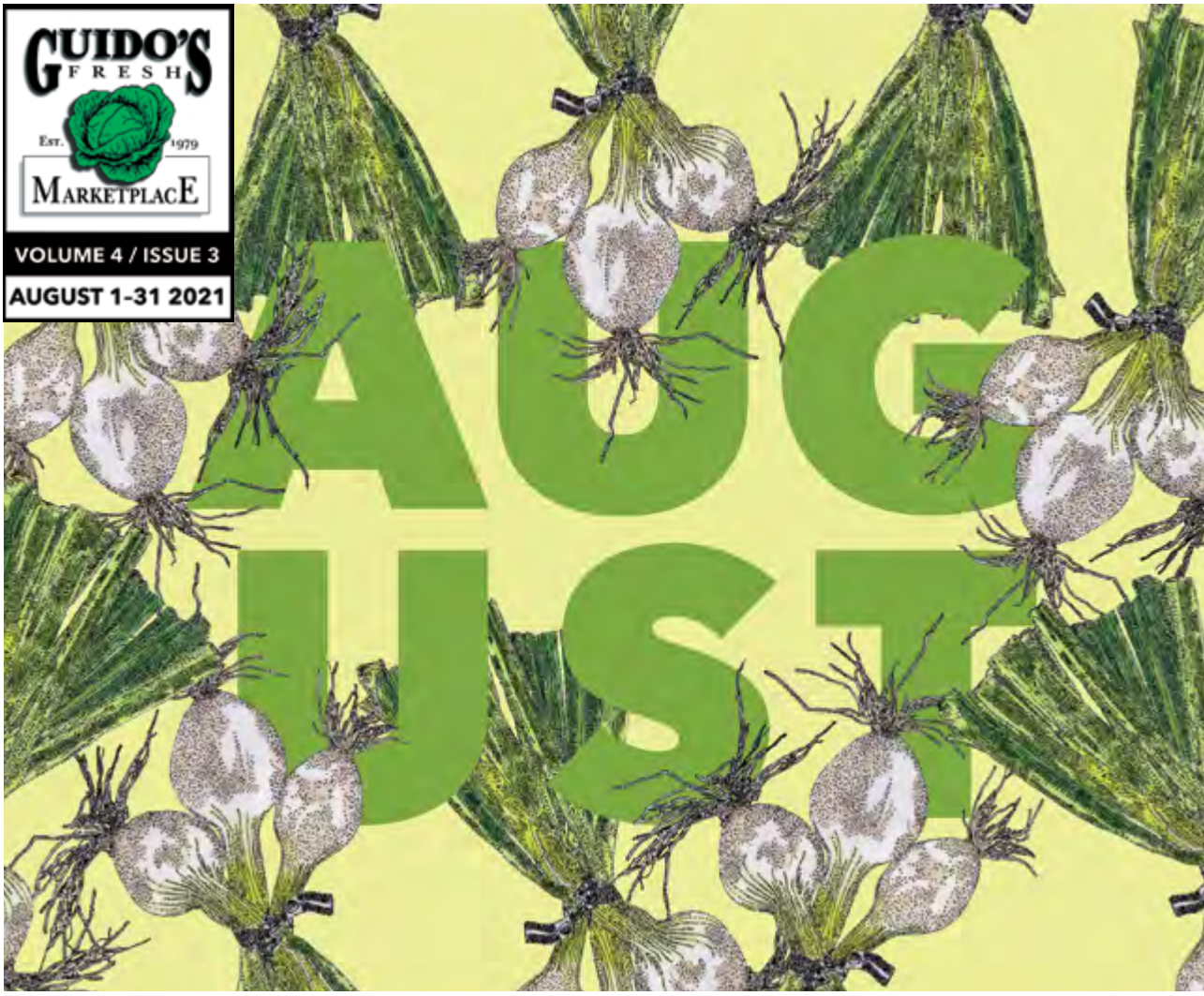


YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



What does it mean when we

put our name on a product? In the case of our brand new olive oil and vinegar line, we have to take you back to a day in late winter when a room full of Guido's staff tried some of the best olive oils and vinegars we'd ever tasted. Thick and buttery basic bottles, grassy and green varieties for finishing, rich and puckery sherry vinegars--it was nearly impossible to pare it down to 8 choices for our stores. The folks at Millpress offered us a product with integrity, value, and most of all--amazing quality. This month marks the launch of the new line, and you'll be seeing some big changes on the shelf. Try the new oils and vinegars and let us know what you think! We're pretty sure you're going to love them as much as we do.

Read on for the best of August in our stores!

STAFF PROFILE

Noah Tullock,
POS Manager



Noah Tullock started with Guido's as a high schooler, working afternoons and weekends while juggling two sports and school. A graduate of Westfield State, Noah continued to work with Guido's through college and committed to joining the store full time before he graduated with his business degree. Noah has become a key analyst and excel whiz for the store, and knows our vast point of sale (POS) software better than anyone. In terms of his software mastery, Noah is largely self-taught. This month as Noah hits his 10 year mark with the company, he's transitioned into the role of our first POS manager, heading up a new department that, although operating behind the scenes, is intrinsic to everything we do in the stores. Congrats, Noah! We're so lucky to have you in the Guido's family.

OUR AUGUST RECIPE: Sweet Corn Pancakes

This month, we're thrilled to share a recipe from one of our favorite local cookbooks, *The Berkshires Farm Table Cookbook* by Elisa Spungen Bildner and Robert Bildner. These perfect corn pancakes come from Howden Farm, just down the road in Sheffield. Pick up a copy of the book next time you're in the store!



MAKES 14 PANCAKES; SERVES 4 TO 5

These pancakes are great for breakfast with traditional maple syrup and butter, but also make a tasty lunch topped with black beans, salsa, and melted cheese. Pair with smoked salmon, sour cream, and a sprinkling of fresh dill, and you have an enticing dinner party appetizer. If there's corn in your freezer from last year's harvest, this recipe is a perfect way to use it up!

- 1 cup white or yellow cornmeal
- 2 tablespoons sugar, honey, or pure maple syrup
- 1 teaspoon salt
- 1½ cups buttermilk
- ½ cup all-purpose flour
- 1½ teaspoons baking powder
- ½ teaspoon baking soda
- 2 tablespoons unsalted butter, melted, plus more for griddle
- 1 large egg, beaten
- ¾ cup corn kernels (about 1 ear of corn)

1. Mix together the cornmeal, sugar, salt, and buttermilk in a large bowl and let stand for 20 to 30 minutes. Mix together the flour, baking powder, and baking soda in a medium bowl and set aside.
2. Add the melted butter, egg, and corn kernels to the cornmeal mixture and stir until well combined. Add the dry ingredients to the batter and stir to combine.
3. Heat a griddle or skillet over medium heat and melt a small pat of butter in the center. Using a ¼ cup measure and a rubber spatula, scoop the batter onto the hot griddle, working in batches if necessary. Cook the pancakes for 3 minutes per side, or until beginning to turn golden. When the pancakes are first cooking, cover the pan to help them stay moist and cook faster. Transfer the pancakes to a platter in a warm oven until ready to serve.

Excerpted from The Berkshires Farm Table Cookbook. Copyright 2020 by Elisa Spungen Bildner and Robert Bildner. Reproduced by permission of The Countryman Press. All rights reserved.



Partake cookies are on sale!
Grab all 5.5 oz varieties for \$5.99!

Can I eat that? If you or someone in your family has food allergies, this question comes up a lot. **Partake**, a new Black and woman-owned company on our shelves, has our very favorite answer to that question: YES!

Partake cookies are free from the 8 major allergens (peanuts, tree nuts, eggs, wheat, soy, milk, fish, and shellfish) as well as sesame, mustard, nightshades, and sulfites.

And there's more to the company than delicious cookies. As a Black female CEO & founder, Denise Woodard is passionate about raising awareness of Black and female entrepreneurship and increasing opportunity for women and people of color seeking careers in the food industry.

Natural Foods Great 8 for August

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

- Bjorn Qorn POPCORN** all 3 oz varieties **\$2.99**
- Partake ALLERGEN-FREE COOKIES** all 5.5 oz varieties **\$5.99**
- Guido's Own ALMOND BUTTER** 14.5 oz **\$7.99**
- Brami BEAN SNACKS** all 5.3 oz varieties **2 for \$7**
- Field Roast CLASSIC SMOKED** all 16 oz packages **\$4.99**
- Spindrift SPARKLING WATER & REAL SQUEEZED FRUIT** all 12 oz can 8-packs **\$5.99**
- Batch ICE CREAM PINTS** all varieties **\$4.99**
- Gus GROWN-UP SODA** all 12 oz bottle 4-packs **\$5.49**

GUIDO'S OWN

NEW, launching this month,
meet the newest addition to
the GUIDO'S OWN line.



Arbequina Extra Virgin Olive Oil:

Harvested in Spain at the beginning of the season, this fresh, pungent, extra virgin olive oil is versatile and well-suited for both cooking and finishing.

Picual Extra Virgin Olive Oil:

This early harvest fresh extra virgin olive oil is a world-class expression of the rugged Spanish landscape from which it's harvested. Fruity, pungent, and balanced, it's perfect for finishing vegetable dishes and salads.

Koroneiki Extra Virgin Olive Oil:

Made from a Greek olive cultivar grown in Spain, this robust extra virgin olive oil is best suited for dipping, drizzling, and dressing hearty salads.

Ogliarola Extra Virgin Olive Oil:

This mild-tasting extra virgin olive oil is the perfect finishing oil. Drizzle over pasta or meats just before serving to add flavor and depth. Combine it with fresh herbs or balsamic vinegar to let their flavors and aromas shine.



OIL & VINEGAR

Choose from 8 varieties
carefully selected for their
quality, taste, & value.



Balsamic Vinegar of Modena:

This traditional-style balsamic is complex, smooth, and perfectly balanced, with notes of prune and caramel. Use it to add depth and sweetness to all kinds of marinades and vinaigrettes.

Fig Balsamic Vinegar of Modena:

The decadent jamminess of ripe figs blends with dark balsamic vinegar for an earthy, fruity vinegar that's as delicious as it is versatile. Pair with an extra virgin olive oil for a flavorful vinaigrette or marinade.

Vecchio Balsamic Vinegar:

Handcrafted in small batches in Modena, Italy, this thick balsamic vinegar is sweet, smooth, and well balanced. Try it drizzled over chunks of Parmigiano Reggiano or a Caprese Salad.

Sherry Reserva Vinegar:

Sherry Vinegar is defined by its bright, complex aroma and well- rounded flavor. Perfect for deglazing or adding a bit of tartness to balance out rich stews, sauces, or salad dressings.

BELLA FLORA



Looking for the perfect something to show your love and appreciation?

Give the gift of the Berkshires!

Shop the Berkshire basket and other great gifts at Bella Flora.

bellafloraberks.com

WINE DEPARTMENT

VINE & DINE SELECTION



Domaine Lafage
Côté Est Blanc
Roussillon (Côtes Catalanes), France

\$11.99
You save \$3

Côté Est comes from vineyards planted on the gentle slopes facing the Mediterranean just a few kilometers inland. A plush, medium-bodied white wine with initial aromas of apricots, brioche and chamomile that lead to subtle core flavors of honeysuckle & juicy pears. Ideal with soft, creamy Camembert cheese or medium-hard, nutty Gruyere. Works with crab, poultry & fish dishes, especially those with fruit-based sauces. An excellent complement to sweet, local corn & heirloom tomatoes.

la grotta



This month, we're featuring Parish Hill Creamery of Putney, VT, a community that educates, orchestrates, and advocates for the fermentation of raw milk into exquisite, natural cheese. **Save \$2/lb on all varieties.**

Cornerstone: A brilliant cheese that truly demonstrates the elemental nature of raw milk

Humble: A young tomme style with a cider-washed rind and earthy vegetal notes

Suffolk Punch: A gourd-shaped, whole milk Caciocavallo-style cheese

Idyll: A part skim mountain cheese (aged 18 months) with tropical notes of pineapple

Reverie: A traditional, semi-hard Toma, Reverie has a bright milky flavor and slight tang when young, becoming sharper and more robust with allium notes

Kashar: A buttery, tangy, and peppery cheese crafted in basket molds, aged 3-8 months

Smoked Kashar: Aged in the cellars of Grafton Village with a degree of smoke

ONLY IN PITTSFIELD

**DO YOU LOVE FOOD?
LOOKING FOR A NEW CAREER?
CHECK OUT OUR JOB OFFERINGS!**

We're always updating this link, so check back often.

SCAN HERE!



SAVE! AUGUST

Mazzeo's

SPECIALS

MEAT

NEW: NIMAN RANCH 100% GRASS-FED BEEF LINE

- 100% true Angus beef
- Humanely raised on environmentally sustainable ranches
 - Only fed a 100% vegetarian diet
- 100% off cattle are born, bred, raised, and processed in the US
- Never given hormones or antibiotics- EVER
 - 100% certified humane

CHOOSE FROM ground chuck, chuck pot roast, chuck stew beef, 95% lean ground round, beef tenderloin roasts, and filet steaks.

TRUE STORY

KUROBOTA PORK

BONELESS CENTER CUT

PORK CHOPS/ ROASTS

\$7.99/lb

ST. LOUIS RIBS

\$5.99/lb

APPLEWOOD SMOKED

BONELESS HAM STEAK

\$9.99/lb

MAZZEO'S OWN

CHICKEN & PORK RUB

(garlic, rosemary, salt, fennel, pepper, tarragon)

\$3.99/5oz

SEAFOOD

IDAHO SUSTAINABLY FARMED

SEMI BONELESS TROUT

\$10.99/lb

GRINDSTONE NECK OF MAINE

ORGANIC SMOKED SALMON

\$9.99/ea (4oz average)

SEAFOOD SAUSAGES

TUSCAN: cod, haddock, flounder, scallops, shrimp, sun dried tomatoes

MEDITERRANEAN: cod, haddock, scallops, shrimp, artichoke hearts, kalamata olives

\$12.99/lb

AUGUST 1 - 31, 2021



HIT REFRESH WITH NEW

HARNEY AND SONS

ICED TEAS

Choose from Indigo Punch, Peach, Blood Orange, or Tropical Mango

\$4.95 - YOU SAVE \$1

ONLY IN GB



AUGUST JUICY DEAL

A great picnic needs a great basket!

TAKE 15% OFF

all in-stock picnic baskets & backpacks.

(Prior sales excluded. In-stock items only.)



AUGUST HIGHLIGHT:

HERITAGE ROSE WATER

Sometimes the simplest products really are the best, and this month, we're talking about a true classic: Heritage Rose Water. Damask roses infuse pure water to moisturize, refresh, and uplift you through the day.



Here are a few of our favorite ways to use Heritage Rose Water:

- Add rosewater to a bath
- Leave a rosewater mist right inside the front door of your house. Give yourself a spritz before you leave and when you come back home again.
- On hot days, store a rosewater mist in the refrigerator for the ultimate refreshing spritz.
- Keep a mist beside your bed for a mood reset before you go to sleep.

GUIDO'S kitchen

NEW AT GUIDO'S KITCHEN

FARMERS AND COOKS CRAFT MEATS

Small batch, craft roasted, delicious, gluten-free meats.

Choose from: Simple Roast Turkey, Fireside Turkey, Simple uncured Ham, Cuban Style Roast Pork

\$14.99/lb



NEW IN THE GOOD TO GO CASE:

Satisfy your wing craving with our super tasty Buffalo Cauliflower.

ONLY IN PITTSFIELD



AUGUST JUICY DEAL

O2 LIVING

ORGANIC,

COLD-PRESSED

JUICES

Choose from Carrot Kick, Fresh Start, Green Vitality, Red Radiance, or Pineapple Punch

\$5.49/12oz - YOU SAVE \$1.50

ONLY IN PITTSFIELD



NEW PRODUCT

Moxxi is a woman-owned, Fair-Trade Certified, small batch, craft coffee company.

K-cups \$12.99, you save \$2

Travel size bags \$2.99, you save \$2 (Guido's exclusive)



ONLY IN PITTSFIELD



BELLA FLORA

