

JANUARY

**YOUR
MONTHLY
GUIDE**

**TO
DELICIOUS
DEALS AND
HAPPENINGS**

**IN
OUR
STORES**



GUIDO'S
FRESH

Est. 1979

MARKETPLACE

VOLUME 1 / ISSUE 8

JAN 2 – JAN 31, 2019

Hooray for 2019!

We're welcoming in the new year with lots of excitement and optimism. The year ahead will hold the final planning for the 2020 renovation of our GB store, a great lineup of festivities for our 40th (!) birthday celebration, and lots of fantastic food and community. Our newsletter format is changing a bit too, with bigger pages and more deals, recipes, and Guido's stories. We hope 2019 is a fabulous year for you, and we look forward to celebrating with you through every season.

Read on for the best of January 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 JANUARY PRODUCE PICK



“Right now, citrus is queen. **SATSUMA MANDARINS** are amazing this year. They’re often compared to clementines but they’re sweeter and juicier and best of all, seedless. January is a great time for navel oranges and grapefruits too. This is the time to eat as much citrus as possible- it’s all SO GOOD.” –MATT MASIERO

OUR JANUARY RECIPE: Winter Salad with Squash and Citrus

This gorgeous rainbow of a salad is perfect for your January table. Inspired by Martha Rose Shulman of *The New York Times*.

Serves 6

INGREDIENTS

1 pound butternut squash, seeded, peeled, and cut into ½-inch bites
6 tablespoons extra-virgin olive oil
Salt and freshly ground black pepper
2 tablespoons apple cider vinegar
1 teaspoon balsamic vinegar
1/2 teaspoon Dijon mustard

2 navel or Cara Cara oranges, peeled and segmented over a bowl to catch the juices
6 cups arugula
4 pre-cooked French beets, cut into ¼-inch half-moons
1 tablespoon chopped fresh parsley
1 tablespoon chopped fresh tarragon
3 tablespoons chopped, toasted walnuts

RECIPE CONTINUES NEXT PAGE

DIRECTIONS

Preheat the oven to 425°F. Line a baking sheet with parchment paper.

Toss the squash with a tablespoon of the olive oil, a pinch of salt and several grinds of pepper in a medium bowl. Spread it out on the baking sheet and roast, shuffling midway through cooking, until brown and tender, 20 to 30 minutes. Let the squash cool slightly.

Meanwhile, make the dressing. In a small jar with a tight-fitting lid, combine the vinegars, mustard, remaining 5 tablespoons olive oil, the reserved citrus juice, 1/4 teaspoon of salt and several grinds of fresh pepper. Secure the lid and shake vigorously. Taste and add more salt or pepper if necessary.

Place the arugula on a platter and drizzle lightly with dressing, tossing to coat the leaves. Transfer the squash to a medium bowl and toss with just enough dressing to coat. Scrape the squash back onto the tray and add the beets to the bowl, again adding enough dressing just to coat. Arrange the beets, squash and citrus segments in alternating rows over the greens. Sprinkle with the fresh herbs and walnuts. Finish with an additional drizzle of dressing.



BRING THE OUTSIDE IN: FIVE HEALTH ADVANTAGES OF INDOOR PLANTS



It's easy to feel cooped up when deep winter keeps us housebound, but the simple addition of a few plants in your home can make all the difference.

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 keep the air moist.

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!



bellafloraberkshires.com

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

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



JANUARY

Mazzeo's

SPECIALS

PRIME NATURAL BEEF

Boneless Rib Eye Steak/Roast

\$14.99 lb

New! Beef Stir Fry (with Black Pepper Asian Sauce)

\$9.99 lb

NATURAL FREE-RANGE TURKEY

Turkey Burgers (Spinach & Feta or Basil & Black Pepper)

\$5.99 lb

NATURAL FREE-RANGE CHICKEN

(5 pounds or more)

Boneless Breast **\$5.99 lb**

Boneless Thighs **\$3.99 lb**

Legs/Thighs **\$2.49 lb**

SEAFOOD

Fresh Farmed Greek Whole Bronzino

\$9.99 lb

Boston Chowda frozen soups

(New England Clam, Lobster Bisque, Shrimp Gumbo)

2/\$12

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488

JANUARY 2 - JANUARY 31, 2019



WINE
DEPARTMENT
JANUARY
VINE & DINE
SELECTION:

Fattoria del Cerro

ROSSO
DI
MONTEPULCIANO

Tuscany, Italy

\$12.99
SAVE \$2



Intense fruity aroma with fine touches of wild black cherry, violet and a slight vanilla undertone.

On the palate it is well-balanced, elegant with a slight initial tannic note.

Ideal with appetizers, first course dishes with meat sauces, stuffed pasta or casserole dishes and grilled red meats.

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

IN GB: Friday & Saturday, 1 - 6 pm

IN PITTSFIELD: Saturday 1 - 4 pm

Natural Foods Great **8** for January

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



The Sweetish Baker
GRANOLA
all varieties
\$6.99



Seventh Generation
DISH SOAP
all varieties
\$2.99



Alexia
FROZEN POTATOES
all varieties
\$2.99



Siggis
YOGURT
5.3 oz all varieties
4/\$5



Muir Glen
CANNED TOMATOES
all 14 - 15 oz varieties
4/\$5



The Good Crisp
POTATO CRISPS
all 5.6 oz varieties
2/\$5



New Chapter
MULTIVITAMINS
all varieties
25% off



Garden of Eaten
TORTILLA CHIPS
all 8.1 oz varieties
2 for \$5

WELLNESS

Looking for ways to give your body a boost in the new year? Our wellness team is loving **Vital Proteins Collagen** for support of everything from skin and hair health to good digestion and strong bones and joints.

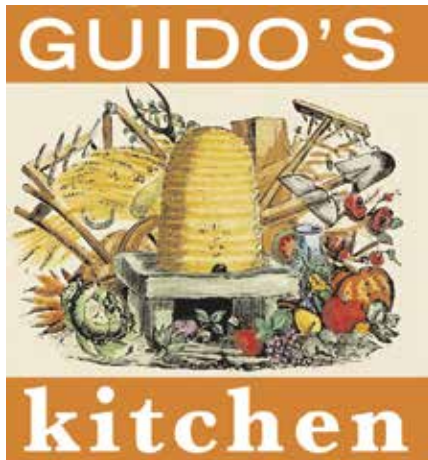
From vitalproteins.com:

***Vital Proteins** helps people feel better and live fuller lives through sustainably-sourced nutrition products, promoting health, fitness and natural beauty. We do that by providing nourishing collagen and promoting our production of collagen - an essential nutrient stripped from our diets by modern food-processing. We know that while our bodies' collagen production slows as we age, our need for it only grows as our bodies become less efficient and we maintain a vibrant life. And Vital Proteins believes that if you want to, you can make the most out of every moment you're given - that your body shouldn't be a limitation, but a catalyst.*

Vital Protein Collagen dissolves in hot or cold liquids. It's perfect blended into a smoothie or a hot coffee drink. Or try Coconut Collagen Creamer in your morning coffee for a super nutritious alternative to regular creamer.



GUIDO'S KITCHEN JANUARY PICKS



Jumbo Peanut Butter Cup Cookie
\$1.50/each You save \$1
Vegetarian Lentil Soup
\$7.99/quart You save \$2

ONLY IN PITTSFIELD



LA GROTTA JANUARY JUICY DEALS

From Italy:

Gorgonzola Dolce Cremificato \$15.99/lb You save \$4/lb
Casa Madaio Calcagno \$15.99/lb You save \$4/lb

THE MARKETPLACE SPECIALTY FOODS JANUARY DEAL



20% off all MESTMACHER BREADS!

Originally founded in Germany in 1871, Mestmacher is the world market leader of organic rye bread. Choose from Whole Rye, Pumpernickel, Fitness, Sunflower, Muesli, Protein, Power, or 3-Seed.

ONLY IN GREAT BARRINGTON



ARE YOU **65** OR OLDER?



Renie Masiero (mother of co-owners Chris & Matt Masiero) is 92 years young!

Guido's proudly offer a 10% discount to customers 65 or older on

MONDAY, TUESDAY & WEDNESDAY

Please note the following **restrictions** and select **holiday blackout periods**:

Must be 65 or over. You must present your Guido's Senior Discount Card at the beginning of your transaction. If discount is not given during transaction, appropriate store credit will be issued. Discount valid only at time of sale. Only one discount applicable per sale.

Excludes: all catering goods & services, custom floral & gift baskets, some sale items, produce seconds, produce cases, alcohol, whole turkeys, lobsters, *Chocolate Springs* products, Guido's Gift Cards and Pittsfield Café Juice Passes.

Authorized for use by the registered card holder only. Non-transferable.

2019 Holiday Blackout Periods:

April 15-17 before EASTER

July 1-3 before July 4TH

November 25-27 before THANKSGIVING

December 23&24 before CHRISTMAS

December 30&31 before NEW YEARS DAY

DON'T HAVE A SENIOR DISCOUNT CARD?
TALK TO YOUR FRIENDLY CASHIER NOW!

PITTSFIELD CAFÉ JANUARY DRINK OF THE MONTH

GREEN LIGHT JUICE



Give yourself the GREEN LIGHT to have a super charged day with our juice of the month! With apple, kale, cucumber, celery, ginger, and lemon.

\$1 off
either size
12 or 20oz

ONLY IN PITTSFIELD



OUR JANUARY PICK

Make your house sparkle AND look fancy at the same time!

GLAM GLOVES

\$5.99/pair



RSVP to:

achernila@guidosfreshmarketplace.com

#guidoscookbookclub

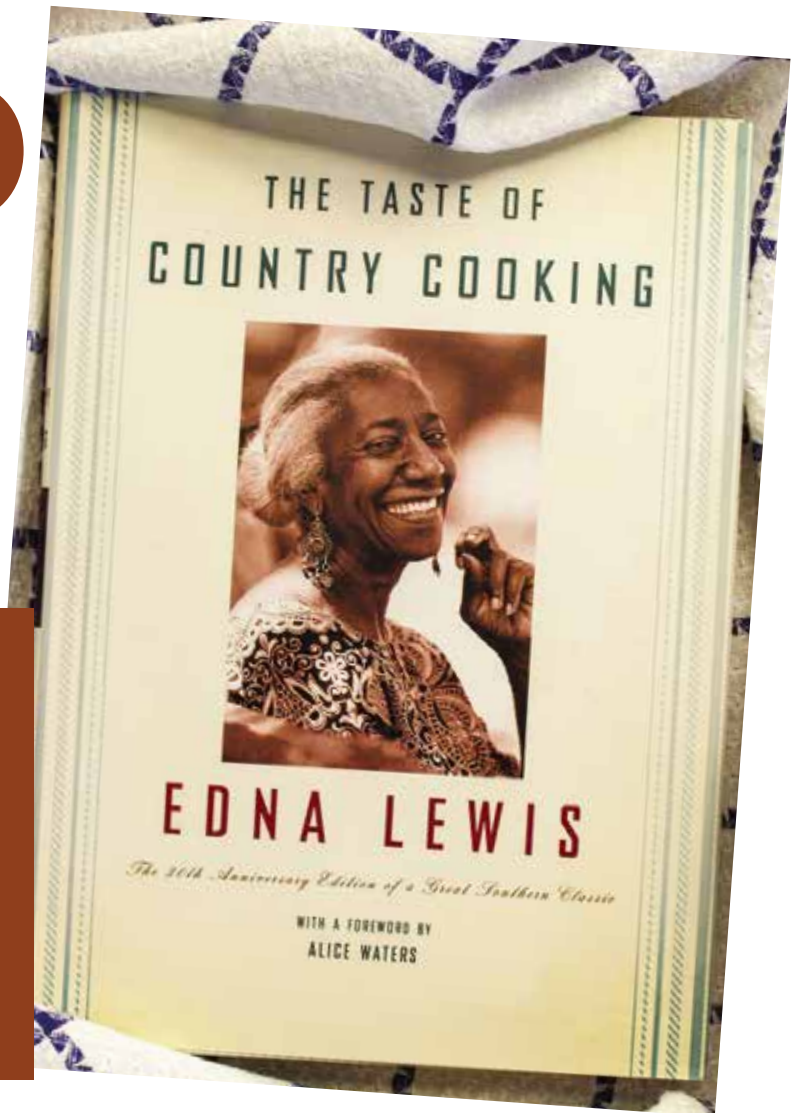
Cookbook Club

*Want to cook more
and make new friends?*

**Join the Guido's
Cookbook Club!**

**January's
BOOK of the MONTH**

**The Taste of
Country Cooking**
by
Edna Lewis



NEXT COOKBOOK CLUB POTLUCK SUPPER

Thursday, January 31 at 7pm

IN PITTSFIELD

WHY SHOULD YOU JOIN IN?

Our Cookbook Club participants have said it better than we ever could.

“Where has this perfect concept been all my life—a monthly book club celebrating cookbooks and the people who love them! The club creates a more-than-ever needed marriage of food and community—and it’s certainly one the most anticipated events on my calendar!” **–Natasha Perlis**

“I love Guido’s cookbook club gatherings. They never fail to nourish the tummy and the soul, and it’s a great way to connect with the community.” **–Anna Gershenson**

“Guido’s Cookbook Club evening is my favorite night of the month! I enjoy it so much that once I even made my husband wait until after Cookbook Club before we headed to an airport hotel for an early flight the next day!”

–Elizabeth Baer

“I love meeting different people that have similar interests in food that I might not have met in my day-to-day world.”

–JeriLynne Clifford

“The Guido’s Cookbook Club will help you get through the Berkshire winter. It’s a visual and taste treat, and everyone is so welcoming and friendly.” **–Charlene Rosen**

“The food, the camaraderie with the other guests, and the gracious welcoming hosts at Guido’s make for a perfect evening every time.” **–Leslie Flynn**

“Not only does the cookbook club take you out of your house to meet new folks, each meal is visit to a rich cuisine with each person’s personal touch.” **–Megan Reisel**

“My wife and I look forward to the friends and food of Guido’s Cookbook Club every month. Alana, Dawn and the Guido’s staff create an amazing atmosphere to enjoy the offerings of each well-selected cookbook. Don’t miss this event!” **–Andrew Flynn**

“Cooking from the heart is the only prerequisite for our club.” **–Rachel Appell**

STAFF PROFILES



CHARLIE JACOBS
Pittsfield store

Do you know Charlie Jacobs? He’s worked in many departments in our stores, but currently you can find him helping customers at the register in our Pittsfield Store. When he’s not in the store, Charlie always has a camera in his hands. Check out his work at charliejacobs.photography.



CHERYL DODGE
Great Barrington store

With us since day one in GB, Cheryl is a key team member. She has provided watchful eyes and helping hands across many facets of the Guido’s operation, with a special focus on the Produce Department. Ask her about her gorgeous beading projects when you bump into her in the aisles — and for sure she can tell you where the arugula is!



**2019 =
FORTY
YEARS**

**HAPPY
BIRTHDAY
GUIDO'S!**



Co-owners Matt & Chris Masiero, back in 1979.

A big THANK YOU to everyone who has been a part of the Guido's story for 40 (!) delicious years. Join us as we celebrate our way through 2019.

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

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