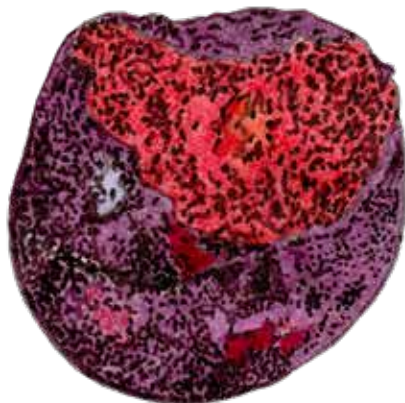
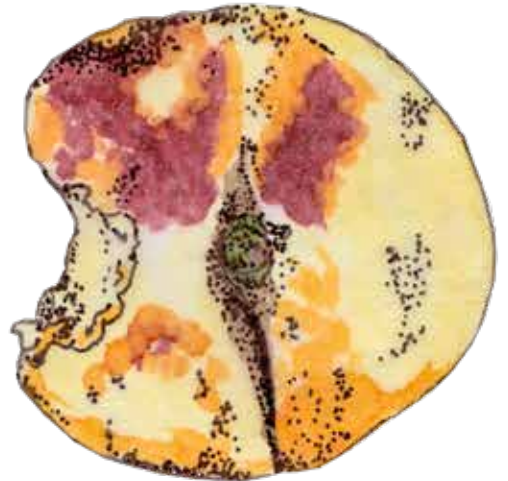


GUIDO'S
FRESH
Est. 1979
MARKETPLACE
VOLUME 2 / ISSUE 2
JUNE 26 – JULY 31, 2019



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July is predictable in the best of ways!

The weather? It will be hot, with no chance of snow. The traffic? It will be slower, and even backed up in the familiar places. Parking lots will be packed, restaurant patrons will spill out onto the sidewalks waiting for a table, and the county's lakes (from Garfield to Onota) will fill with swimmers, boats, and kayaks. However you feel about crowds, there's an upside for everyone. For art lovers, it will be paradise, as there are more events to see in a day than you can count on two hands. And the fruit! The fruit will be glorious. Juicy, local, at peak ripeness, and available in our stores every single day. Venture out and fill your basket, and then find somewhere beautiful to enjoy it. There certainly is no shortage of places to choose from.

Read on for the best of July in our stores.

MATT'S JULY PRODUCE PICK



“The stone fruit season rolls out slowly, starting with cherries, continuing with peaches, and then moving on to nectarines and plums. In good fruit years (and this year is looking good!), the fruit ranges from fantastic all the way up to the best bite you’ve ever had.” -MATT MASIERO

OUR JULY RECIPE:



Add a cup of tea and a picnic blanket for summer teatime perfection. *From Guido's Marketing Manager Alana Chernila.*

Makes one 9x9-inch cake

INGREDIENTS

8 tablespoons (1 stick) unsalted butter, at room temperature, cut into chunks, plus more for the pan
¼ cup granulated sugar
¼ cup packed light brown sugar
3 large eggs
2 teaspoons vanilla extract

2 cups all-purpose flour
½ teaspoon salt
¾ cup buttermilk
2 ½ cups mixed chopped stone fruit (nectarines, plums, peeled peaches)
1 tablespoon turbinado or other coarse sugar

DIRECTIONS

1. Preheat the oven to 375°F. Grease a 9-inch square or equivalent baking pan with butter.
2. Combine the butter, granulated sugar, and brown sugar in the bowl of a stand mixer fit with the paddle attachment and beat until fluffy, about 3 minutes. Scrape down the sides of the bowl, add the eggs and vanilla, and beat again until combined.
3. Whisk together the flour, baking powder, and salt in a medium mixing bowl. Add the dry mix and the buttermilk to the stand mixer bowl and beat just until the ingredients are incorporated, scraping down the sides of the bowl if necessary. The batter will be lumpy, but that's okay.
4. Fold the fruit into the batter and transfer it all to the prepared pan. Sprinkle with the turbinado sugar and bake until the cake starts to pull away from the sides of the pan and is slightly golden on top, about 40 minutes. Cool for 20 minutes before serving from the pan.



MEAT

Mazzeo's Own Frozen Beef Burgers 2.5 lb 10 ct **\$9.99/pkg**

Mazzeo's Own Frozen Hot/Sweet Sausage Patties 2.5 lb 10 ct **\$11.99/pkg**

Natural Free Range Boneless Skinless Chicken Breast (5 lbs or more) **\$5.99 lb**

Beef Tenderloin Tips **\$12.99 lb**

New! Midnight Teriyaki Marinated Pork Tenderloin **\$6.99 lb**

SEAFOOD

Fresh Scottish Sea Farmed Steelhead Trout **\$13.99 lb**

Duck Trap Smoked Trout, Original or Lemon Pepper Garlic (Maine) **\$8.99/8 oz pkg**

Also available throughout the summer at market price:

Lobsters (Live or Cooked)

Quarter and Half bushel Little Neck Clams

Oysters

SIDES AND RUBS

Mazzeo's Own BBQ Rub (great on ribs and chicken) **\$2.99/5 oz pkg**

Mazzeo's Own Store Made Cole Slaw **\$4.99 lb**

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488
JUNE 26 - JULY 31, 2019

How to Make Your Cut Flowers Last



Did you cut those **GORGEOUS BLOOMS** from your backyard? Or couldn't resist a bouquet last time you were in the store? Here are a few tips to help those flowers last and last.

1. Start with a clean vase and fresh water. Bacteria will wilt your flowers prematurely, so be sure to send your vases through the dishwasher or scrub well with soap and water.
2. Use cut flower food. Be sure to use the packet included with your Bella bouquet. Add commercial flower preservatives to warm water to dissolve. Fill vase the rest of the way with cool water.
3. Prepare your flowers. Give them a fresh angled cut at the base of the stem, and cut off any lower leaves or stems that might end up fully submerged in water.
4. For maximum longevity, change the water and flower food every day. Switch out the water in the vase and give the base of the flower stems a fresh angled snip.
5. Place your flowers in the right spot. A cool place out of direct sunlight and away from any heat source like a fire place or heating vent.

**PICK UP FRESH FLOWERS ALL SUMMER LONG AT BELLA FLORA!
MANY OF THE BLOOMS WE OFFER HAVE BEEN LOCALLY
GROWN AND HARVESTED FOR YOUR ENJOYMENT.**



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

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

bellafloraberkschires.com

SWEET MEMORIES

Where did the time go?



PHOTOS: top to bottom, left to right

1. Chris and Matt Masiero with their sisters Gayle and Susan on Brook Street in Manchester-by-the-Sea, 1959
2. Chris Masiero with his daughter Anna and her cousins learning about the orange juice machine, 1992
3. Baby Luke Masiero, 1991
4. Aunt Clara Burns gives *Bella Flora* a hand, 2004
5. Matt Masiero with children Nick, Molly and friend Sara, 2000
6. Guido and Renie Masiero with their grandchildren, 1996





All About **Electrolytes**

We've all heard we need to **"keep our electrolytes in balance,"** right? But what are electrolytes, and why do we need them?

Electrolytes are minerals in our bodies that have an electric charge. They perform many essential functions, including regulating the fluid level, balancing the body's pH, enabling muscle contractions, building new tissue, and helping blood to clot.

Electrolyte imbalance can have many causes, but typically we hear most about not drinking enough (especially during hot weather and exercise) and dehydration due to illness.

We have several great electrolyte supplements in the stores. They're helpful in keeping your electrolytes balanced and your energy strong, and they definitely up your hydration game!

Try Trace Minerals Power Packs or Superieur Electrolytes. Both supplements are made by companies we love, and they come in a range of flavors that dissolve right into water. Drink daily before or after exercise or yard work for a big energy boost.

Natural Foods Great **8** for July

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



Bubbie's
PICKLES
all varieties
20% off



Fire Hook
CRACKERS
all 8 oz varieties
\$5.99



Bart's
ICE CREAM PINTS
all varieties
2/\$9



San Remo
ORGANIC EVOO
750 ml
\$12.99



Annie's
ORGANIC GRAHAM CRACKERS

all 14.4 oz varieties

2/\$7



Gerolsteiner
MINERAL WATER

750 ml

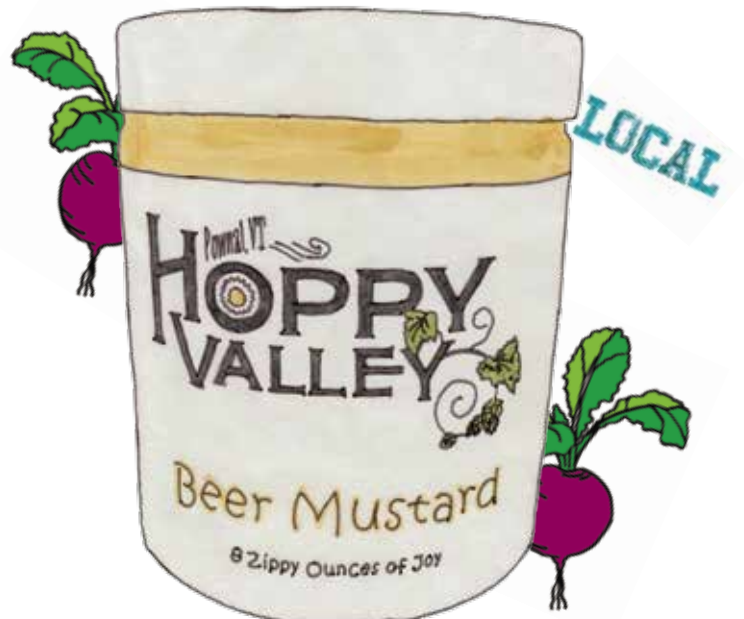
2/\$3



Mi Niña
TORTILLA CHIPS

12 oz bag

2/\$7



Hoppy Valley
CONDIMENTS

8 -12 oz varieties

\$5.99

#artfeedsus

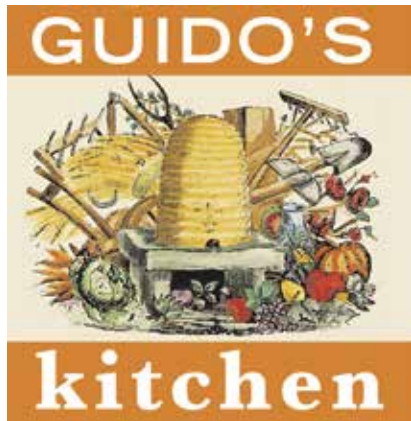
The grassy expanse of the Tanglewood lawns. The silhouette of dancers against the sunset at Jacob's Pillow. Standing in the presence of an iconic image at The Norman Rockwell Museum. Singing down North Street after a show at Barrington Stage Company. Playing with the friendly dinosaurs at The Berkshire Museum. Breathing in the peace on the Clark Art Institute campus. Connecting the past and the future at Hancock Shaker Village. The joy of the Sol LeWitt exhibition at MASS MoCA, again. The buzz when the house lights dim at Mahaiwe Performing Arts Center. Talking late into the night after taking in a Berkshire Theatre Group production.

Art Feeds Us returns! This summer at Guido's, we're celebrating all the amazing arts institutions that make our county such a vibrant place to live and visit. All summer long, we'll be sharing stories of what feeds us, from sparkling nights on the lawn at Tanglewood, to rainy afternoons with Renoir at The Clark. Be sure to share your favorite Berkshire summer moments with us on social media with the **#artfeedsus** hashtag, and most of all support the organizations you love most. They make our community what it is, and in turn we are the community that supports them.

GUIDO'S SALUTES OUR 2019 #ARTFEEDSUS PARTNERS:

Barrington Stage Company; Berkshire Museum; Berkshire Theatre Group; Clark Art Institute; Hancock Shaker Village; Jacob's Pillow Dance Festival; Mahaiwe Performing Arts Center; MASS MoCA; Norman Rockwell Museum; Shakespeare & Company; The Mount, Edith Wharton's Home; Tanglewood

GUIDO'S KITCHEN JULY PICKS



BREADED CHICKEN

\$6.99/lb You save \$1/lb

GAZPACHO

You save \$1 on both 32oz and 16oz

BUTTER CROISSANTS

\$1.50 ea You save \$1



ONLY IN PITTSFIELD

LA GROTTA JULY JUICY DEALS



**Local High Lawn Farm
Artisan Cheeses**



ONLY IN PITTSFIELD

LOCAL

NEW!

Wilde Field

\$18.99/lb You save \$3/lb

Siegried's Pride

\$17.99/lb You save \$5/lb

Pasato Alto Asiago

\$15.99/lb You save \$3/lb

Bluegrass Blue

\$10.99/lb You save \$3/lb

**Fresh from
Lee, MA**

PITTSFIELD CAFÉ JULY DRINK OF THE MONTH

Lemonade

Cool off with our house-made lemonade! With fresh lemon, maple syrup, and water over ice



\$2.50

12 oz

\$3.00

16 oz

you save \$.50

ONLY IN PITTSFIELD



Have you heard?
Guido's Pittsfield Café
now serves


Ayelada
Frozen Yogurt!

This is no ordinary FroYo. Ayelada's original frozen yogurt is made with local milk and yogurt and packed with gut-healthy probiotics. They even make a vegan version with rich coconut milk. Try it on its own, topped with fruit or candy, in a smoothie, or new frozen lemonade.

ONLY IN PITTSFIELD

THE MARKETPLACE SPECIALTY FOODS JULY DEAL



the
Marketplace

Special Combo Deal

Save \$2/lb*

when you buy at least 1/2 lb each of
Boar's Head Black Forest Ham and Swiss Cheese

*Does not apply to items separately

ONLY IN GREAT BARRINGTON



OUR JULY PICK

Got veggies? Of course you do!
Turn it all into zoodles for dinner!

SPIRALIZERS

ASSORTED BRANDS

(ZYLISS VEGETABLE SPIRALIZER PICTURED)

WINE DEPARTMENT

JULY

VINE & DINE SELECTION:

Domaine Lafage

Cote' Est Blanc

Roussillon, France

\$9.99

Save \$3.00 per bottle



Côte Est comes from vineyards planted on the gentle slopes facing the Mediterranean just a few miles inland from the sea. It's a lively blend of mostly Grenache Blanc with smaller amounts of Chardonnay and Roussanne, benefitting from thermal breezes that refresh the vineyards every afternoon in the summer that preserve a high level of natural acidity in the grapes. Floral and aromatic, it is an excellent example of the open and friendly whites you can find all along the Catalan coast.

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

Ever wonder about the stone wall in front of our Great Barrington store? The wall was built by artist and stone mason **MARK MENDEL**, and his poem, *Rock and Rail*, has all the answers.



Photo Credit: Paul Rocheleau

What is it?
It's a big fat riddle.
It's what your 4 year old says it is.
It's a '57 Chevy trying to pass a Volkswagen bug on Route 7 in Pompeii.
It's not what it was yesterday.
It's Robert Frost meets Frank Gehry out on the Spiral Jetty.
It's a sculpture only if it moves you so.
It's a fish and you're the bait.
It's a shopping strip where an old farm was, and the stones remember.
A scotch tape dispenser.
A solar powered asking machine.
It's a junk spaceship from a Martian Jonesy's.
It's magic fishing poles to catch mermaids.
It's only Rock & Rail but it likes you.

MASS MoCA

BANG ON A CAN



WEEKEND

AUGUST 2-4

3 DAYS, 30 CONCERTS

Friday

BRIAN ENO'S DISCREET MUSIC (LIVE)
BANG ON A CAN ALL-STARS
PAMELA Z, ANNIE GOSFIELD, JULIUS EASTMAN
and more

Saturday

SUN RA ARKESTRA
BEN FROST
PHILIP GLASS' DRACULA (WITH FILM)
HANS ABRAHAMSEN SCHNEE
JULIANNA BARWICK
HORSE LORDS
and more

Sunday

BEN FROST
PAULINE OLIVEROS SONIC MEDITATION
MICHAEL GORDON, DAVID LANG, JULIA WOLFE
and more

**WEEKEND PASSES + SINGLE DAY
TICKETS ON SALE NOW**

TICKETS: massmoca.org or 413.662.2111 | North Adams, Mass.

MUSEUM HOURS: Open every day 10am-6pm | (Beginning October 16) 11am-5pm, closed Tuesdays

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

@guidosfreshmarketplace #guidosfresh

