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**GUIDO'S**  
FRESH



EST. 1979

**MARKETPLACE**

**VOLUME 2 / ISSUE 9**

**FEB 3 – FEB 29, 2020**

# We're celebrating love all month long.

A few years ago, we christened February as The Month of Love at Guido's. This was a natural extension of that somewhat controversial holiday that falls smack in the middle of the month, but it also felt like a whole month devoted to love was something we all could use. We're not just talking about the chocolate and flowers romance type of love, although that certainly has its place. This year, we want to dedicate the month to all kinds of love. Want to make a beautiful steak for the love of your life? Check out the Mazzeo's specials on page 6. Or slip a special treat into your child's lunch to show how much you love them? Check out our Great 8 favorites on pages 8 and 9. Gift yourself a little love with a warm and cozy drink to chase the chill away? This month's Pittsfield Café special is on page 11. Or show some love to the planet! Find some new tips on how to shop our bulk department on page 13.

**And of course, we love you most of all. Read on for the best of our stores for this February, the month of all kinds of love.**

## MATT'S FEBRUARY PRODUCE PICK



### LEEKs



"As we get deeper into the winter, it's a good time to look to the veggies that really shine right now. Leeks are a great alternative to onions in any soup or stew, but they have a fresh sweetness that makes them so delicious on their own." - **Matt Masiero**

# OUR FEBRUARY RECIPE: LEEKS VINAIGRETTE

Serve this bright winter salad alongside a roast chicken for a perfect February dinner.



## SERVES 4

6 to 8 medium leeks (about 1 inch in diameter)

Distilled or apple cider vinegar

Salt

4 teaspoons sherry or red wine vinegar

2 teaspoons Dijon mustard

1 teaspoon honey

Freshly ground black pepper

¼ cup olive oil

3 tablespoons chopped flat-leaf parsley

**1.** Cut the roughest top few inches off each leek, as well as the strings at the root. Cut each leek into ½ to ¾-inch rounds. Transfer the rounds to a bowl, and cover them with water. Add a splash of vinegar and swish the leeks in the water to help release any dirt.

**2.** Meanwhile, bring a large pot of salted water to a boil.

**3.** Use a slotted spoon to transfer the leeks from the sandy water to the boiling water, first giving them a quick rinse if they still appear dirty. Bring the water back up to a boil, then cook until the leeks are fork-tender, 3 to 4 minutes. Drain the leeks in a colander, and transfer to a serving bowl.

**4.** While the leeks cook, make the dressing. Combine the sherry vinegar, mustard, honey, ¼ teaspoon salt, several grinds of pepper, and olive oil in a jar with a lid. Shake well, and pour over the warm leeks. Toss to coat the leeks in the dressing, and top with parsley. Taste, and add more salt or pepper if necessary.



## A TRUE GUIDO'S LOVE STORY: Renie & Guido Masiero

“ I remember always going to Grandma and Papa’s house for Monday night dinners. As my family and I walked in the front door you’d hear Dean Martin playing over the stereo system and Grandma swaying away in Papa’s arms. It was a beautiful sight to see. I could see the love they shared for each other radiating from their smiles as they danced around their living room. ” -Molly Masiero

“ The ultimate power couple! These two brought out the best in each other, and in turn, the best in our whole family. ” -Dawn Masiero

“ Dad adored mom and appreciated all that she did, and for that she treated him like a king. They were perfect partners. ” -Annie Masiero Whalen

“ Our family revolves around love. That everlasting eternal bond was shown to us day after day by my grandma and Papa. The love and compassion they shared with one another was so powerful, you could feel it the moment they entered the room. ”  
-Nick Masiero

“ He chased her in the beginning, but once her sister invited him over for dinner it was love ever after. They loved so deep from the beginning to the end. You knew they had each other’s backs forever. ” -Anna Masiero

“ Occasionally I would look into their kitchen window at seven in the morning from my house only to find them removing the dining room table and chairs so they could practice ballroom dancing together. There’s something about that generation, especially them, when they danced and spoke of love ... it was so special to hear my father say to my mother in Italian ‘il mio a amore’... My love. ” -Chris Masiero





# COME & GET YOUR LOVE

*The Bella Flora creative team offers holiday designs to melt their hearts...*

## **VALENTINE'S DAY 2020 SELECTIONS\***

Super premium red *Hearts* roses in a vase:

\$85/dozen \$45/half dozen

Red *Hearts* roses princess wrapped:

\$75/dozen \$40/half dozen

Single red *Hearts* rose:

\$6/ each Add greens and filler/\$10.95

Assorted roses in a vase:

\$60/dozen \$35/half dozen

Assorted roses princess wrapped:

\$55/dozen \$30/half dozen

Single rose (excludes red):

\$4/each Add greens and filler/\$9.95

### **Mixed spring vase arrangements starting at \$40**

EXCLUSIVE Valentine's tulips from *Vanco Farms*,  
PEI Nova Scotia starting at \$12.95

Delivering to select Berkshire County towns.

*Valentine's Day orders requiring delivery must be received by 2/13/20.*

**We always have an eye-catching selection of fresh flowers ready for you to pick up at both our Guido's locations!**

\*selection may vary based on market availability

Call us today!

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

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

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



## **MEAT**

Springer Mountain Fresh Natural Roasting Chickens

(5-pound average)

**\$2.29/lb**

Frozen Stonewood Farm Turkeys

**\$2.99/lb**

Certified Black Angus Bone-in Rib Eye Steak/Roast

**\$12.99/lb**

Mazzeo's Own Chicken Stir Fry

(Boneless Breast, Peppers, Onions, Snow Peas, Ginger)

**\$6.99/lb**

Mazzeo's Own Pork Breakfast Sausage

**\$4.99/lb**

## **SEAFOOD**

New! Mazzeo's Own Cod Cakes

(COOK at HOME with a QUICK PAN SEAR or BAKE)

**\$16.99/lb**

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

**FEBRUARY 3 - 29, 2020**



# THE VALENTINE'S DAY EDITION!



Want to be sweet smelling for the one you love? We're talking all about this month!

## NATURAL DEODORANTS

Here are a few commonly asked questions answered by our Wellness Team.

### What is the difference between a natural deodorant and a typical drugstore deodorant?

Natural deodorants do their work by neutralizing odors with ingredients like essential oils, baking soda, and coconut oil. You can find them in several different forms, including sprays, crystals, roll-ons, and pastes.

Most drugstore deodorants are also antiperspirants, which use aluminum to block pores to prevent sweat. The natural deodorants you'll find on our shelves are aluminum free, cruelty free, and free of synthetic fragrances. Because of the nature of the product, you'll find fewer hard-to-pronounce chemicals in natural deodorants than drug store brands.

### Why would I want to consider switching to a natural deodorant?

If you're hoping to reduce the number of chemicals in your daily life, your deodorant is a great place to start. Natural deodorants are also often made by smaller companies

with a focus on a number of factors including sourcing high quality ingredients, reducing packaging, and more.

### What are your favorite natural deodorants?

Each body responds differently to each formula, so a deodorant that works for one person might not do the trick for another. But here are some of our staff and customer favorites:

**Nubian Heritage** (We love the Indian Hemp and Haitian Vetiver Stick)

**Weleda Spray** (all the scents are lovely, but Sea buckthorn is a favorite)

**Schmidt's Charcoal and Magnesium Stick**

### I'm looking for the purest possible deodorant. What should I buy?

Go with **Pretty Frank** (formerly Primal Pit Paste), which comes in both a stick and a paste.

### I tried a natural deodorant and got a rash! What do I do?

You most likely have a sensitivity to baking soda. Look for deodorant that doesn't contain baking soda, like **Pretty Frank's Sensitive Skin Formula** (formerly Primal Pit Paste's Sensitive Skin Formula).

### My new deodorant isn't working!

Give it some time! Sometimes it can take a few weeks for your body to adjust. Or you might need to try a different product.

## Looking to switch to a natural deodorant? Come on in and talk to our Wellness Team!

(Please note that not all deodorants are available in both stores.)

# Natural Foods Great **8** for February

There are over **700 products** on sale in our stores in February, and each month we choose our favorites. Don't forget to look for the **BEET** all month long!



Our Own  
**ORGANIC CHOCOLATE  
GINGER OR COCONUT**

4 oz container

**\$4.99**



Spectrum  
**ORGANIC OILS**

selected 16 oz varieties

**\$5.99**



Amy's  
**FROZEN PIZZA**

Selected 12 - 14 oz varieties

**\$5.99**



Savoursmiths  
**POTATO CHIPS**

all 5.29 oz varieties

**2 for \$5**





Lake Champlain  
**ORGANIC CHOCOLATE BARS**  
all 3 oz varieties  
**\$2.99**



Virgil's  
**4-PACK OF 12 OZ SODA**  
selected varieties  
**\$4.49**

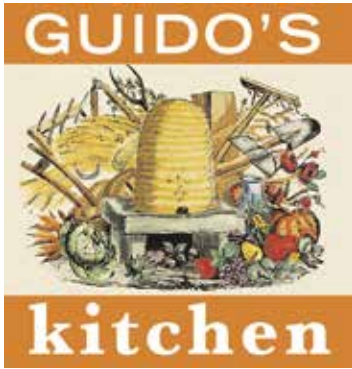


Hail Merry  
**TARTS**  
selected 3 oz varieties  
**2/\$7**



Compagnia San Remo  
**EGG PASTA**  
all 10 oz varieties  
**\$2.99**

# GUIDO'S KITCHEN FEBRUARY PICKS



## LA BREA BAKERY WHOLE GRAIN BREAD

**\$3.99 /ea You save \$2**

**ANGUS BEEF CHILI**

**\$9.95 /ea You save \$2**

**THREE LENTIL CHILI**

**\$7.95 /ea You save \$2**

**BOAR'S HEAD BOURBON HAM**

**\$8.99 /lb You save \$2/lb**



**ONLY IN PITTSFIELD**

# LA GROTTA FEBRUARY JUICY DEALS



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

**la grotta**

This month, we're highlighting fantastic  
Formaggi della Famiglia Busti Cheeses from Tuscany

**Pecorino Roncione \$19.99/lb** You save \$5/lb

**Pecorino Pascoli di Pienza \$19.99/lb** You save \$3/lb

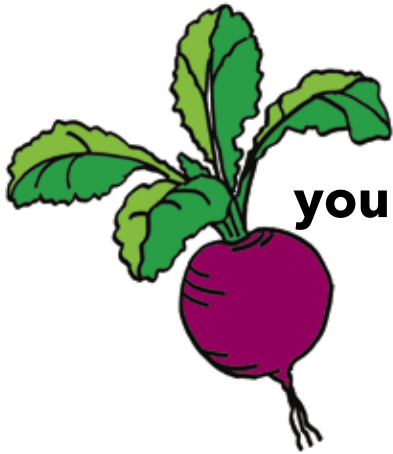
**Pecorino di Fauglia \$19.99/lb** You save \$3/lb

**Il Peppe Nero \$19.99/lb** You save \$5/lb

**ONLY IN PITTSFIELD**

# PITTSFIELD CAFÉ FEBRUARY PICK OF THE MONTH

It's coziness in a cup! Stay warm with the Pittsfield Café's **Winter Warmer**. With Lemon-Ginger tea, honey, cinnamon, and a shot of local Fire Cider, it will chase the February chill away!



12 oz  
**\$3.50**  
**you save \$.50!**

**ONLY IN PITTSFIELD**



## WE LOVE TO **feed you!**

Want to try before you buy?  
Explore a new product line?  
Or get a little dinner inspiration?

**LOOK FOR THERESA:**

In Pittsfield, Fridays 2-5  
In Great Barrington, Saturdays 11-2

**LOOK FOR RACHEL:**

In Great Barrington, Fridays 2-5

(Schedule subject to change)

# THE MARKETPLACE SPECIALTY FOODS FEBRUARY DEAL



**KA-ME**  
**Rice Crackers**  
**20% off**

**ONLY IN GREAT BARRINGTON**



**OUR FEBRUARY PICK**

HOW TO BRING LOVE TO ANY MEAL? MAKE YOUR RECIPE IN A HEART-SHAPED DISH!

**HAROLD IMPORT CO.**  
**CERAMIC HEART DISHES**



Are you looking for ways to **SAVE MONEY** and **USE LESS PLASTIC**? Our bulk department is the place to be! Check out our new video series at [guidosfreshmarketplace.com](http://guidosfreshmarketplace.com) for tips and tricks. Here are a few highlights:

**Choose a bulk item over its packaged counterpart:** You can save 35-85% when you choose bulk. If we carry both versions, head to the bulk department for big savings.

**Bring your own container:** Want to get the bag out of the picture altogether? Bring your own container! Stop at the scale in the bulk department, and get the tare for your container. Fill your container; then label it with both the tare and the PLU number.

**Get just as much as you need:** Looking for 1 tablespoon of fennel seed for a recipe? Making a salad that asks for ½ cup of red quinoa? Measure out exactly what you need. You'll save money and avoid waste!



# WINE DEPARTMENT FEBRUARY VINE & DINE SELECTION:



## NOVELLUM CHARDONNAY

Roussillon, France

**\$11.99**  
**SAVE \$2**

Chardonnay shows up in some remarkable places, but few as breathtaking as the Roussillon, where the Pyrenees meets the Mediterranean. From vineyards just a stone's throw from the beach and within view of Mont Canigou, Eric Solomon and Jean-Marc Lafage have created Novellum: a refined, aromatic and elegant Chardonnay that has been aged in tank and neutral French barrels.

This full-bodied, dry white has a smooth and creamy texture, with aromas of brioche & white flowers. Pair with everything from light salads to richer soups. Excellent with fish, shellfish, poultry, creamy pastas, Gouda, and Gruyère.

**JOIN US IN THE STORES  
FOR WINE & CHEESE TASTINGS:**

IN GB: Friday & Saturday, 1 - 6 pm  
IN PITTSFIELD: Friday 1 - 6 pm

# GUIDO STAFF SHOW III



Detail: *Untitled*, Margherita Lamanno

Laurie Barnaba

Aryonah Buffoni

Nancy Jaramillo

Margherita Lamanno

Dane Luhmann

Chris Masiero

Bob E. Palmer

Mackenzie Pierce

Claudia Santos-China

Adam Scoble

Sadie Swicker

## ART + MUSIC + POETRY

February 7 - April 30, 2020

**Opening Reception: Friday, February 7, 7-9pm**

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

[@guidosfreshmarketplace](https://twitter.com/guidosfreshmarketplace)

[#guidosfamily](https://twitter.com/guidosfamily)



LOADS OF LOVE FROM ALL OF US AT GUIDO'S!



## 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.

**GUIDO'S**  
**G FRESH**  
EST. 1979  
MARKETPLACE

**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)

@guidosfreshmarketplace #guidosfresh

