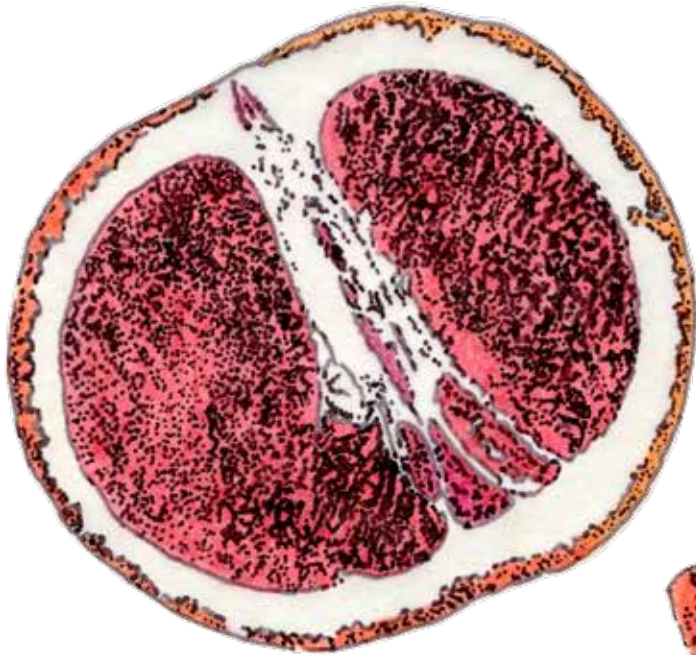


JANUARY



GUIDO'S
FRESH



Est. 1979

MARKETPLACE

VOLUME 2 / ISSUE 8

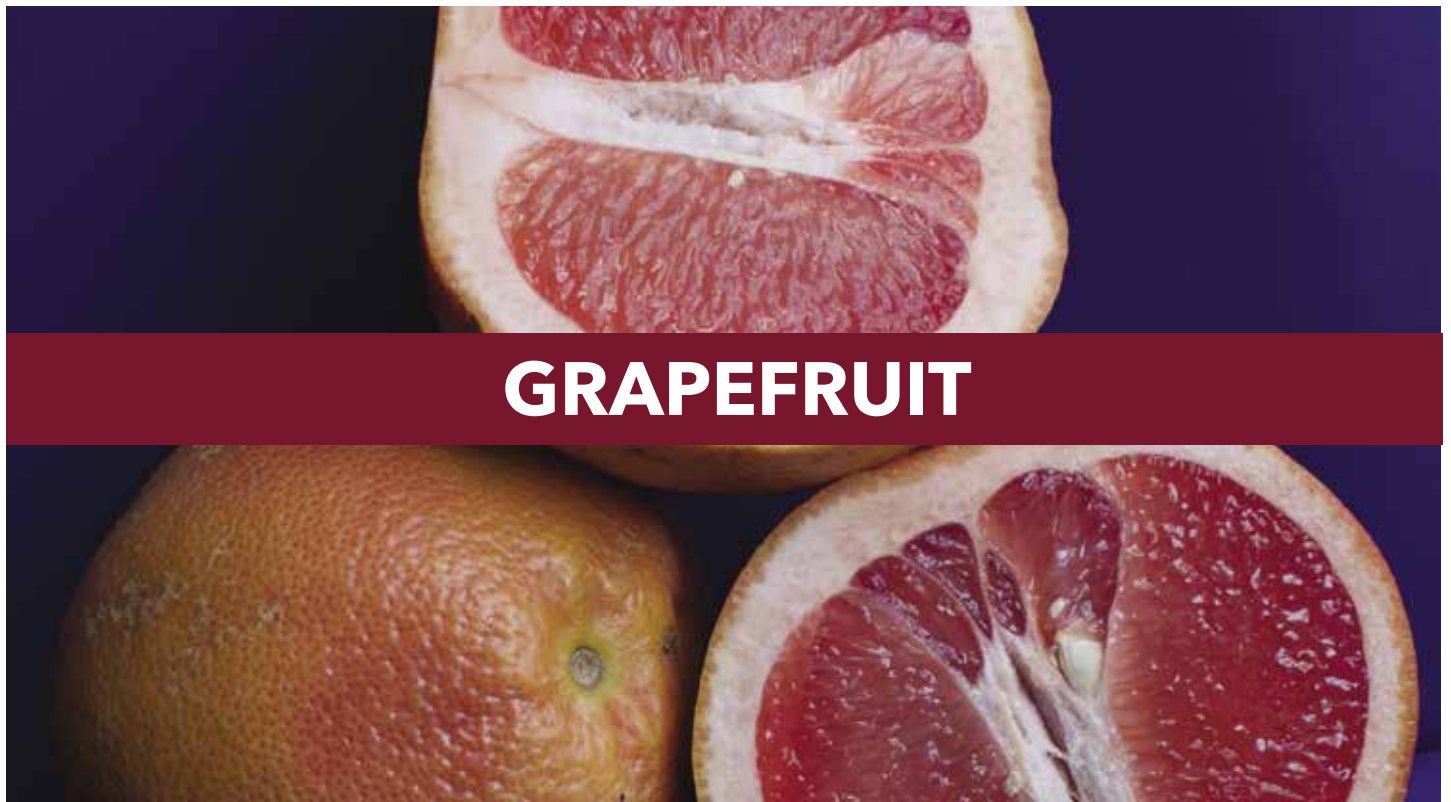
JAN 2 – FEB 2, 2020



And with the New Year, we have a chance to begin again.

This year, I will eat more greens! Exercise every day! Write my novel! We race forward, leaving the holiday behind as we clear the way for a new moment. There's nothing like a clean slate to bring inspiration. What are we hoping for in 2020? We've got a good list here at Guido's. Later this year, we'll be breaking ground on our Great Barrington Store renovation, and we're working on making our final decisions and doing all we can to create the store of your dreams. We'll be continuing our effort to work towards less waste and less plastic in the stores. And right now, we resolve to eat more citrus! It's easy to do, as it's looking to be a delicious citrus season.

Happy 2020! Read on for the best of January in our stores.



“Did you know that you can get more than your daily needed Vitamin C in one grapefruit? These nutrition and flavor powerhouses hit their peak in January and February, and a grapefruit is such a great way to start a cold winter morning.

It's like eating sunshine.” - **Matt Masiero**

BROILED GRAPEFRUIT with HONEY and MINT

If you think you know your grapefruit, think again! This old-school recipe turns an ordinary grapefruit extraordinary, giving each half a sweet topping similar to the lid of a crème brûlée.



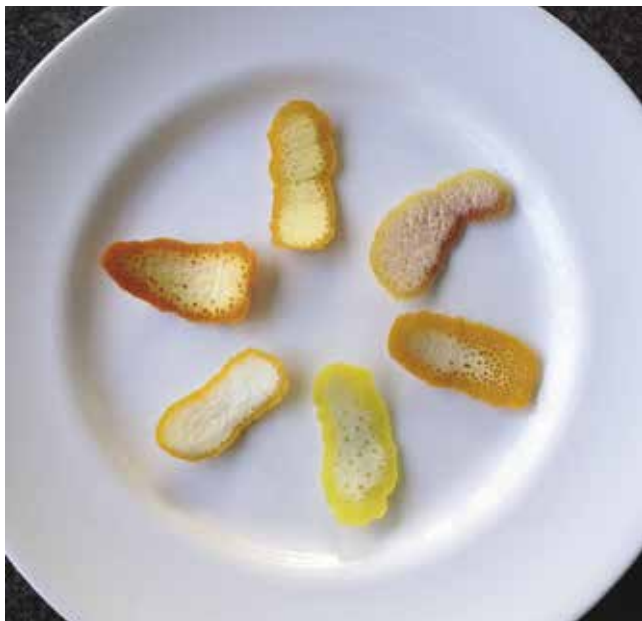
SERVES 4

2 grapefruits, halved through the equator

Honey

10 fresh mint leaves, cut into thin ribbons

1. Preheat the broiler in your oven. Line a small broiler-safe dish with foil or parchment. (Note that parchment can burn under the broiler, so you'll need to keep a closer eye on it if you use parchment.)
2. Cut the grapefruit halves along the segment lines to loosen each bite. Drizzle each half with honey, and place on the prepared tray within 8 inches of the broiler element. (Note: if you can't get the halves to stand up straight, shave a bit off the bottom to create a flat surface.) Broil until the outer rind of each grapefruit colors and the honey bubbles, 5 to 7 minutes. Remove from the oven and sprinkle with fresh mint.



KNOW YOUR CITRUS

It's citrus season, and those piles of gorgeous juicy gems can be overwhelming! This season progresses from late fall through early spring. Each fruit has its moment, and those fruits at their height are not to be missed. Ask a Guido's staff member which fruit is a must try, and they'll always lead you in the right direction. Here are some of the special citrus fruits you'll find in our stores.

CLEMENTINES

This mandarin/ sweet orange hybrid is a lunchbox favorite. Easy to peel, seedless, and available throughout the season.

SATSUMAS

These sweet, loose-skinned fruits hit their peak around the winter holidays.

MEYER LEMONS

The thin skins on these bright lemons make them challenging to transport. Grab them when you see them, as their sweet and sour flesh and juice is stunning in desserts and dressings.

KUMQUATS

Pop these tiny citrus fruits into your mouth, skin and all. They're perfect for snacking or slicing into salads.

GRAPEFRUITS

Choose between pink (sweeter), red (sweetest) depending on your preference. Peel and eat like an orange, segment into salads, or broil for a fancy breakfast (see our January recipe).

CARA CARA ORANGES

This red-fleshed navel orange is a major favorite in our stores. A good Cara Cara is an ideal orange: sweet, juicy, and a great choice for everything from snacking to marmalade.

PUMMELOS

These look like giant, thick-skinned grapefruits. Their pale flesh has a delicate sweetness that makes them a good pick for desserts, marinades, and juice.

TANGERINES

You'll find many varieties of tangerines over the course of the season. Their sweet flesh and loose peels make them all great for snacking.

BLOOD ORANGES

These red and rich purple fruits are as much a feast for the eyes as the taste buds. You'll find the brilliant flesh has a deep and complicated flavor, and this makes it perfect for desserts and salads. Slice them into rounds for a gorgeous garnish.

MINNEOLAS

You can identify these juicy fruits by their "nipple," tart taste, and extra juice.



MEAT

Whole Cut to Order Prime Boneless New York Strips

(11-pound average)

\$8.99/lb

Prime Boneless New York Strip Steaks or Roasts

\$14.99/lb

Mazzeo's Own Turkey Burgers

(Spinach/ Feta and Basil/ Black Pepper)

\$5.99/lb

Natural Free Range Boneless Chicken Thighs

\$3.99/lb

North Country (New Hampshire)

Fruit Wood Smoked Bacon

\$5.99/12 ounces

SEAFOOD

Best of Boston: Boston Chowda Frozen Soups

(New England Clam Chowder, Lobster Bisque, Shrimp Gumbo)

2/\$12

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

JANUARY 2 - FEBRUARY 2, 2020

BELLA FLORA

ALL ABOUT

SUCCULENTS

Looking for a houseplant that's both gorgeous and nearly indestructible? Succulents are the answer! These plants have thick, fleshy elements that store water. They've adapted to survive desert conditions, and most will be very happy in a sunny window in your home. Whether you choose a cactus, an aloe, a jade, or one of the many other succulents at **BELLA FLORA**, it's easy to help them thrive if you follow a few simple rules.

1. Don't overwater. Water generously, but allow the soil to dry out completely between waterings. During the winter when the plant goes dormant, water every other month. Don't ever allow a succulent to sit in water for an extended time.

2. Keep in a south-facing window. Succulents need at least 6 hours of sunshine a day. Make sure they're in the sunniest spot in the house.

3. Rotate your plants frequently. Make sure that all sides of the plant are getting sun by rotating at least every few weeks.

4. Water the soil directly. Don't mist the leaves, but rather water right into the soil. Misting can cause moldy leaves.

5. Keep plants clean. Use a damp cloth to remove any dust from the leaves and spines.

6. Choose a container with good drainage. Make sure there is a drainage hole for excess water to escape.

7. Use the right soil. All succulents need good drainage, so cactus soil or potting soil mixed with sand or pumice are good choices.



bellafloraberkshires.com

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

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



HERBAL SUPPORT FOR THE NEW YEAR

All Urban Moonshine products 20% off

All Traditional Medicinal Teas 2 for \$7

Did you know that two of our favorite herbal companies have joined forces? In 2017, the 43-year-old wellness tea company **Traditional Medicinals** acquired **Urban Moonshine**, a woman-owned herbal company based in Burlington, VT with a focus on digestive bitters and herbal tonics.

The two companies each have their own deep connection to Rosemary Gladstar, Traditional Medicinals co-founder and legendary herbalist. Gladstar trained Urban Moonshine founder Jovial King, and put her stamp of approval on the partnership.

“Both companies have such integrity and I’m thrilled to see what they will manifest together in the world.”

-Rosemary Gladstar

All Urban Moonshine and Traditional Medicinal products are on Juicy Deal this month! Take advantage of the deals and get some great herbal support to start your new year right.



Natural Foods Great **8** for January

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



Mystical Rose Herbals

LOOSE TEA

1 oz

2 for \$7



Alexia

FROZEN POTATO PRODUCTS

15-16 oz selected varieties

2 for \$5



Health Ade

KOMBUCHA

all 16 oz varieties

2 for \$5



Siete

GRAIN FREE TORTILLA CHIPS

all 5 oz varieties

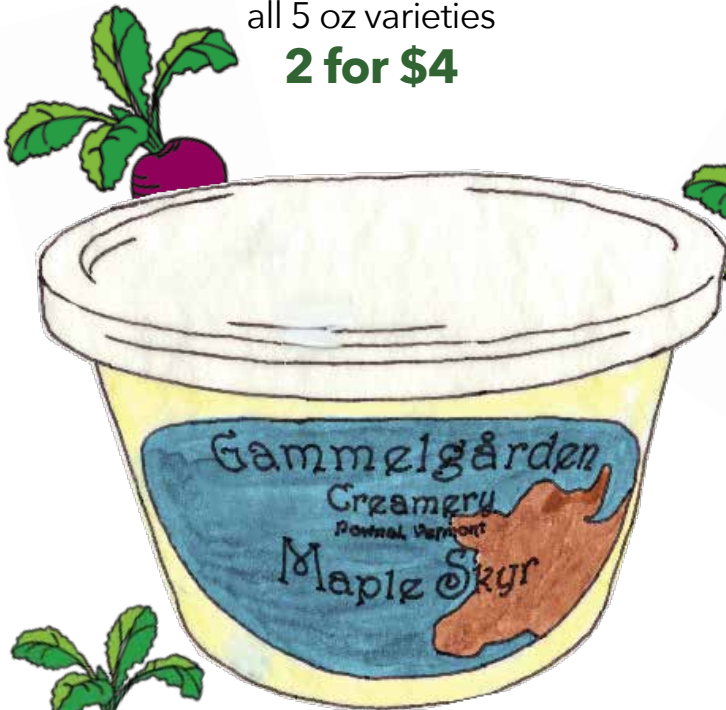
2 for \$7



Deep River
POTATO CHIPS
all 5 oz varieties
2 for \$4



Everything Bagel
ORGANIC CASHEWS
bulk
\$11.99 / lb



Gammelgården
MAPLE SKYR
16 oz
\$4.99



Casolare
ORGANIC EVOO
750 ml
\$12.99

GUIDO'S kitchen

JANUARY PICKS

MEAT LOAF

\$4.99/small you save \$1

\$10.99/large you save \$2

SHEPHERD'S PIE

\$4.99/small you save \$1

\$12.95/large you save \$2

CINNAMON BUNS

\$1.59/ea you save .40

\$5.99/4pk you save \$1

MINI ITALIAN CHEESE CAKE

4.99/ea you save \$1

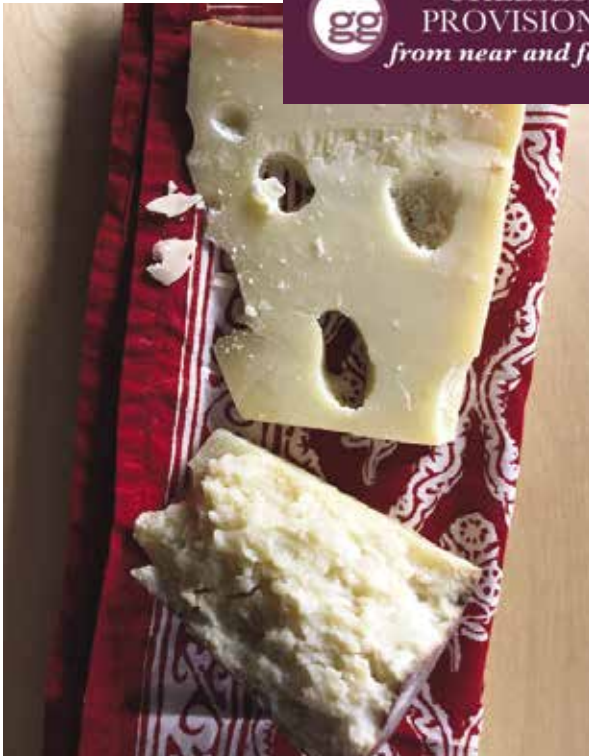
ONLY IN PITTSFIELD



GUIDO'S FAVORITE
CHEESES &
PROVISIONS
from near and far



la grotta



JANUARY JUICY DEALS

FROM FRANCE

Comte St Antoine

\$23.99/lb you save \$3/lb

FROM SWITZERLAND

Dr 13

\$19.99/lb you save \$5/lb

Emmentaler Alt

\$19.99/lb you save \$5/lb

ONLY IN PITTSFIELD

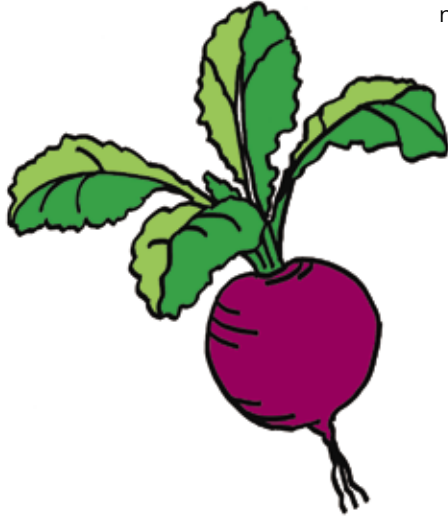
GUIDO'S CAFE JANUARY PICK

Looking to eat (or drink) more veggies in the new year? Or to keep a sunnier outlook on life in 2020?

Make it all happen with the

ORANGE SUNRISE.

With organic kale, carrots, orange, and pineapple, our January Juice special will start your new year right!



12 or 20 oz

Save
\$1



ONLY IN PITTSFIELD

GUIDO'S PIZZA JANUARY DEAL



Buy any
TWO LARGE PIZZAS
and get a
FREE
large cheese pizza

ONLY IN PITTSFIELD

THE MARKETPLACE SPECIALTY FOODS JANUARY DEAL



**INES ROSALES
SWEET OLIVE OIL
TORTAS**

**All varieties
20% OFF**



ONLY IN GREAT BARRINGTON



**OUR
JANUARY
PICK**

The best meals start with
a sharp knife!

**Wüsthof
Knife Sets**



RSVP to:

achernila@guidosfreshmarketplace.com

#guidoscookbookclub

Cookbook Club

*Want to cook more
and make new friends?*

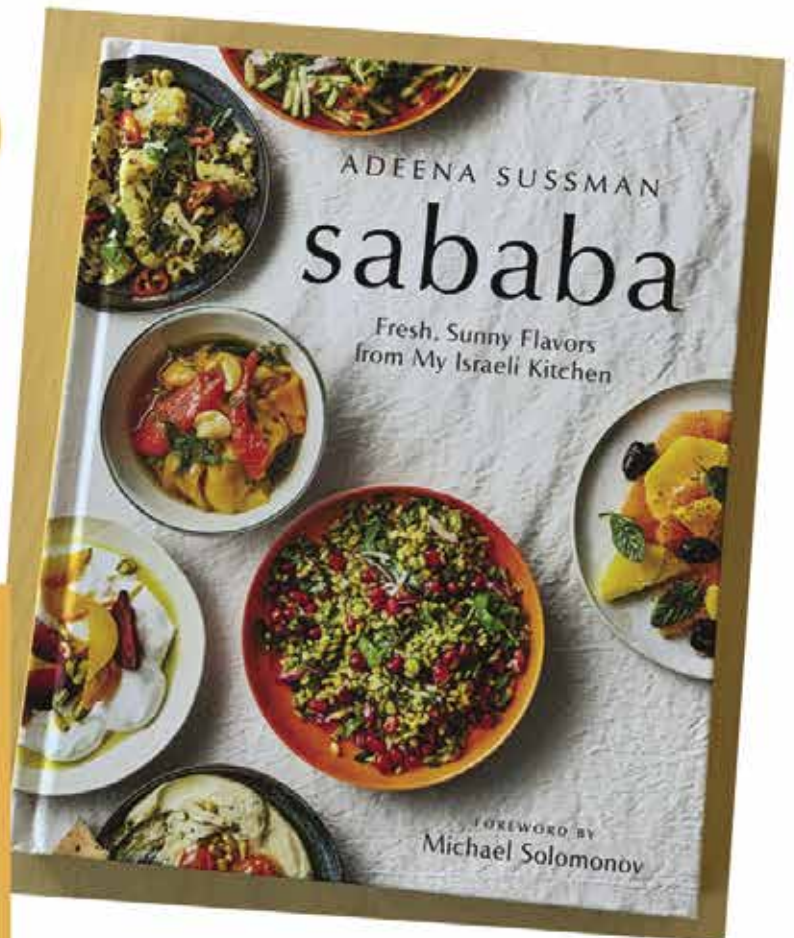
Join the Guido's
Cookbook Club!

January
BOOK of the MONTH

SABABA

FRESH, SUNNY FLAVORS
from MY ISRAELI KITCHEN

Adeena Sussman



IN PITTSFIELD:

Thursday, January 30 at 7pm

WINE DEPARTMENT JANUARY VINE & DINE SELECTION

Casa Ermelinda
Freitas

SAND CREEK
RED

BLEND

\$9.99

per bottle

96 POINTS

This oak-aged, full-bodied, fruity red blend is our pick of the month!

This drinkable blend is great with braised red meats, winter salads, pork, and soft cheeses.

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

REMEMBERING GERMANA

Last month, we lost our dear friend Germana Sachs.

The following piece, published on June 12, 2008 in *Rural Intelligence*, was written by its co-founder **Dan Shaw**.

It captures her perfectly.

A Paean to Germana: The Guido's Butcher

Like any good butcher, Germana Sachs has rough hands and a thick skin. But what makes Germana a great butcher is that she's also got a tender heart. "I enjoy making people happy," she says softly and sincerely. "That's my special trade." Germana, who resembles the actress Lily Tomlin, has been butchering in the Berkshires for 30 years. "I started slicing cold cuts for the Mazzeo Family in Pittsfield when I was 19," says Germana. "I learned a lot from Rudy and his brother Patsy." For the past dozen years, she has been behind the Mazzeo's meat counter at Guido's Fresh Marketplace in Great Barrington, where many customers think of her as the store's unofficial mascot. She hand-makes all of the store's hot and sweet Italian pork and breakfast sausages (which you'll also find atop the pizza at Baba Louie's.) The sausages, as well as the kebabs she assembles, are especially popular during grill season. "We sold 500 pounds of sausage over Memorial Day weekend," she says, noting that summer is not her busiest season. "Christmas and New Year's are the worst. We have huge lines. People want special things—filets and prime ribs, crown roasts of pork and lamb." Germana prefers steak, preferably a ribeye, which she likes to prepare with a dry rub of black pepper, garlic, cayenne, paprika and salt. "Mix it up, rub it on the meat and let it sit on the counter so it's at room temperature. Never put a cold steak on a hot grill." Born in Italy where she watched the women pluck the feathers from just-killed chickens as a child, Germana moved



to the US when she was nine. (She now lives in Copake, NY with her husband.) She maintains an uncomplicated, Old World instinct for good food. "I am not a chef like some of the guys I work with," she says, though she is always advising cus-

tomers on how to prepare chops or a roast. "I've never had anyone come back and tell me that I told them the wrong thing to do," she says, her eyes widening, as if just realizing what an essential service she provides. As for Guido's tri-state clientele, she admits to having favorites: "The customers who speak to me in Italian—I love that," she says. Though Guido's attracts many free-spending weekenders, Germana says she knows that many of the midweek senior customers (who take advantage of Guido's senior discount on Mondays -Wednesdays) have modest incomes, and she encourages them to try less expensive cuts

of meat. Her default recommendation is boneless sirloin. "You can do anything with it," she says. Though the butcher department is owned by the Mazzeo family (who lease space from the Masiero brothers who own Guido's), Germana takes pride in it as if her name were over the counter instead of theirs, which has made her a local legend. "After 30 years, people know me," says Germana as she fingers the gold cross she wears around her neck. "I'm not better than anybody else but the customers respect me. It's nice to be respected."

Photograph above accompanied the original *Rural Intelligence* article and was provided by Germana Sachs.

MASS MoCA

GO BIG

BIG ART. BIG MUSIC. BIG FUN.



More than a museum

North Adams | 10am–5pm, closed Tuesdays | massmoca.org

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

@guidosfreshmarketplace #guidosfresh

