

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



March is such a tease.

We convince ourselves that life will change on that date so ceremoniously and cruelly identified as “the first day of spring”. We imagine we’ll throw off our coats and don cute shoes (or any shoe other than a snow boot), and dance from tree to blooming tree. Instead, this month tends to hold its own roller coaster of weather, including such Berkshire phenomena as frozen mud, ice rain, and the inevitable March blizzard. But in between those moments, spring does find a way. Crocuses bravely poke their colored heads above the cold soil, reaching for the sun they know will meet them. The smell of the world changes

as it begins to thaw, and we get to gulp as much of that beautiful green and mud-scented air as we want. And if we’re lucky, there are those days, here and there, when the coat and even the sweater get tossed off, just so we can remember the feeling of sun on skin before the chill comes again. Part of the joy of this place is the contrast, right? We proudly suffer through March because it’s the price of admission. But this month, we’re talking about ways to trudge through that frozen mud with joy, and to embrace this month and all it holds. Spring will come, eventually. Until then, hello March! We’re ready for you.

Read on for the best of March in our stores.

MATT’S PRODUCE PICK ARTICHOKES

“This time of year, artichokes are full and beautiful, and it feels a little like we’re in a market in Rome! Choose firm, green artichokes with a good weight to them. Each one is a meal in itself.”

– Matt Masiero, Guido’s co-owner

STAFF SPOTLIGHT



Johnathan Jenkins came to Guido’s in 2010, and he’s been spreading joy at the checkout to customers and staff alike ever since. We talked to Johnathan on a busy winter day in the Pittsfield store, and he took a quick break to chat between filling boxes for customers. His smile lit up the room, even when hidden with a mask.

“This is Amanda,” he gestured to his coworker beside him. “She’s known me forever.”

“It’s true!” Amanda Clark, front end supervisor, beamed at him. “We went to second grade together.”

Johnathan loves working at Guido’s.

What’s his favorite fruit? Johnathan didn’t hesitate. “Grapes!”

We’re so grateful to have Johnathan as part of the Guido’s family. Thank you, Johnathan, for all your hard work, and for all the joy you spread throughout the store!

OUR MARCH RECIPE: Simple Boiled Artichokes with Lemon

The greatest challenge of this recipe is finding a pot large enough to fit your artichokes, especially some of these spring artichokes that are half the size of your head. Look for a pot that is deep and wide, and don’t expect to fit more than 4 or 5 large artichokes in at a time. I use a 9-quart Le Creuset, and that works perfectly. *Recipe from Guido’s Marketing and Communications Director Alana Chernila.*

Serves 4

- 4 artichokes
- Salt
- 1 lemon
- 2 bay leaves
- 1 stick unsalted butter

1. First, prep the artichokes. Rinse them, and use a serrated knife to cut the upper tip off each artichoke. Use a pair of clean scissors to snip off the thorny edges of the leaves. Cut off all but an inch of the stem of each artichoke.
2. Pack the artichokes stem side up into a pot, and fill the pot with water so it comes at least halfway up the artichokes. Salt the water enough that it tastes salty to you. Cut the lemon in half, and squeeze the juice from one-half of the lemon into the pot. Throw the spent lemon half in there as well. (Reserve the other half of the lemon for the final dipping butter.) Add the bay leaves to the water, cover the pot, and bring the water to a boil over high heat. Reduce the heat to maintain a low bubble and cook, covered, until the underside of each artichoke is fork tender and one of the outer leaves, when pulled, comes away easily, about 45 minutes. Remove the artichokes from the water and let them drain upside down in a colander while you prepare the butter.
3. Melt the butter in a small pan. Remove from heat, and add a hefty squeeze from the reserved lemon half. Divide the lemon butter between 4 bowls, and serve alongside the artichokes with a large bowl for discarded leaves.



Natural Foods Great 8 for March

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



**WORLD DOWN SYNDROME DAY
MARCH 21st**

Please join us to help create a single, global voice advocating for the rights, inclusion, and well being of people with Down Syndrome.

How to celebrate World Down Syndrome Day?

- Perform random acts of kindness to raise awareness about WDS. Leave a postcard or start a conversation to let the recipient know that the act was done to honor WDS.
- Donate a book on Down Syndrome to your classroom or local library.
- Rock your socks! Socks are shaped a bit like chromosomes, and that’s how the “Rock your Socks” initiative was born. Wear mismatched socks, wear your craziest socks, or pin extra socks to your clothes! Use them as a conversation starter to tell people about WDS.

<p>Late July TORTILLA CHIPS all 11 oz varieties 2 for \$7</p>	<p>Our Own PACKAGED DARK CHOCOLATE COVERED ALMONDS 30% off</p>	<p>Tonnino SOLID CANNED TUNA 4.9 oz varieties 2 for \$5</p>	<p>Gus GROWN UP SODA all 4-pack varieties \$5.99</p>
<p>LOCAL Hawthorne Valley ORGANIC FERMENTED VEGETABLES all 15 oz varieties 25% off</p>	<p>Field Day ORGANIC SPICES all varieties 15% off</p>	<p>Sigdal NORWEGIAN CRISP BREAD all 8.29 oz varieties 2 for \$7</p>	<p>Dr. Hauschka SKIN CARE PRODUCTS all varieties 20% off</p>

HOW TO MAKE IT



Missing travel? We are, too! Pick up a new cookbook from a place you'd like to visit and travel from the safety of your kitchen counter.



Take care of your gut and feast on some of the tastiest local fermented veggies around! Kraut is a delicious way to get your veggies before the summer produce season hits. (Especially good on those hot dogs.)



There is always that inevitable warm day in March, so be ready for it! Keep some good dogs in the fridge for that night you want to fire up the grill. And if it snows all month, you can always cook them over the fire.



It's time to clear out and clean for spring! Pick up a few new tools to perk up your cleaning routine.



We've made a special Spotify playlist to keep your spirits high and sunny. Scan the code with the Spotify app on your phone, put in those ear buds, close your eyes, and think summer.

Local veggies are still far off, but right now we're starting to see the spring veggies really come into their own. Keep asparagus, broccoli rabe, and artichokes (see our recipe on the first page) in your regular recipe rotation.

Did you know that chocolate can increase your sense of well being, may improve brain function, and is packed with antioxidants? Also, it's chocolate, and the taste is enough of a reason to love it.

THROUGH MARCH

Oh, March in the Berkshires.

The snow that was once white is now brown, and with a little icy rain, maybe it will turn to frozen mud if we're lucky. We know the flowers will come and the ground will thaw, but we're just not there yet. So we've put together a little March survival kit, just to help us all through the month. Stay strong, friends. Spring is on its way!

We all know that spring doesn't actually start in the Berkshires until May. Although it's tempting to ditch the winter gear with the first warm day, it will snow again. Your Guido's beanie will keep you warm.

The end of winter can be hard on our mental health. Stop into our Wellness department to find a mood supporting herbal blend or supplement.

Pure sunshine in a vase! Grab daffodils or tulips every time you shop. Cheery flowers will keep the hope of spring alive.

72% Peruvian Dark Chocolate combined with 25mg of Organic Hemp CBD? We can't think of a better pick-me-up for dreary March afternoons.

The transition from winter to spring can be rough on the skin, and a great moisturizer (or two!) will get you through. Weleda Skin Food is a customer favorite for its rich texture and fresh, grassy scent. Booda Butter is super nourishing for everything from the body to the lips to the cuticles.

Herbs like nettle and tulsi are especially nurturing during transitional seasons. Fill your travel mug with a delicious herbal cuppa, and head out to the woods to search for signs of spring.

Our frozen chicken pot pies are comfort food at its finest, with no chopping from you! Preheat the oven, call it dinner, and let us feed you.



March *pizza* Special



Buy any
TWO PIZZAS
and get a
FREE LARGE CHEESE

ONLY IN PITTSFIELD

la grotta

This month, we're featuring cheese from Neal's Yard Dairy, one of the premier makers of British and Irish cheese.



Sparkenhoe Red Leicester:

NOW \$27.99/lb, you save \$4/lb

These wheels are aged and looked after for an additional 6-8 months. Over that time they develop and evolve into a more complex profile, becoming sweeter, more savory, and rounder.

Montgomery Cheddar:

NOW \$24.99/lb, you save \$3/lb

Meaty, rich depth with good salty tang at the finish.

Kirkham Lancashire:

NOW \$24.99/lb, you save \$5/lb

Bright, full flavor with light yogurt tang and good moisture.

ONLY IN PITTSFIELD

Please join us in supporting Multicultural BRIDGE's Food Sovereignty and Sustainability



BRIDGE's Food Sovereignty program takes a holistic and empowering approach to food insecurity, delivering healthy and culturally relevant food to area families in need. The program also includes education around gardening, cooking, and preserving, all in partnership with local farms, farm stores, and nonprofits.

Thank you so much for your support of our Round Up at Checkout program. You raised \$6,627.72 for BCAC Heating Assistance in January and February!

SAVE! MARCH Mazzeo's SPECIALS

BOSTON BRISKET COMPANY
(FAMILY OWNED, HIGHEST QUALITY)
FLAT CORNED BEEF BRISKET
\$9.99/lb

MAZZEO'S OWN MEATLOAF MIX
(50% beef, 25% veal, 25% pork)
\$3.99/lb

FROZEN 100% ORGANIC DAKOTA
GROUND BEEF
\$6.99/16oz

FRESH WILD MONKFISH
\$13.99/lb

FROM NEW YORK CITY'S SCHALLER & WEBER:

GERMAN KIELBASA
\$6.99/lb

IRISH BANGERS
\$6.99/12oz

ALL PÂTÉ VARIETIES
\$2.99/7oz

March 1 - 31, 2021



OUR MARCH JUICY DEALS

Illy Coffee \$11.99 each, You save \$4
Rosemary Olive Oil Bread \$3.99 each, you save \$3
Italian Ricotta Cookies \$2.49/pkg, you save \$1

ONLY IN PITTSFIELD



WE HAVE NEWS!

Bella Flora has a brand new website, complete with gorgeous photos, lots of great inventory, and a new order-online function! Check it out at Bellafloerberkshires.com.



OUR MARCH JUICY DEAL

Get crunching with
Vinta 8 Grains & Seed Crackers
20% off

ONLY IN GREAT BARRINGTON



Introducing Beekeeper's Naturals!

Guido's is so excited to welcome a new line to our Wellness Department: Beekeeper's Naturals. This small, quality and sustainability focused Certified B Corporation's mission is "to break down the system, to restore your trust in your remedies, and to redefine what goes into your medicine cabinet".

From their Propolis Throat Spray to their B. Soothed Cough Syrup to their B.LXR Brain Fuel, every Beekeeper's Natural product is created from therapeutic bee products and high quality plant extracts. And there's even more to love! Everything Beekeeper's Naturals does works to support a happy and healthy ecosystem for bees around the world. By committing to sustainable beekeeping, submitting to third-party testing to make sure that their products and hives are pesticide free, and partnering with leading bee research organizations to support pollinator protection, this company has truly become the buzz of the Wellness Department.

Get 25% off all Beekeeper's Natural Products all month long!



Take a vacay with a new tropical smoothie inspired by our popular Green Light Juice!

TROPICAL GREEN LIGHT SMOOTHIE

With cucumber, celery, spinach, kale, lime, ginger, apple juice, and house-made coconut milk. Take a sip, close your eyes, and imagine the palm trees above you.

Juicy Deal: \$5.95 **Save \$1**

ONLY IN PITTSFIELD



WINE DEPARTMENT MARCH VINE & DINE SELECTION:

Beyra Branco Reserva Quartz Beiras, Portugal

\$12.99
you save \$3

This bright wine is mineral in texture with citrus and grapefruit flavors. It has a slightly smoky, vibrant acidity with a structure that promises good aging in the bottle. Excellent with oysters, green salads, fish soups, grilled fish tacos, chicken, or carnitas. Try with buffalo mozzarella, feta, or fresh goat cheeses.

