

GUIDO'S
FRESH

EST. 1979

MARKETPLACE

VOLUME 1 / ISSUE 12

MAY 1 - MAY 31, 2019

YOUR MONTHLY
GUIDE TO
DELICIOUS DEALS
AND HAPPENINGS
THROUGHOUT
OUR STORES

MAY

At last, May is here!

Month of blossoming trees, the first local greens, brunch for Mom, and the return of backyard barbecues. It's amazing how it all happens overnight, and then the season arrives. Our May Newsletter is the perfect accompaniment to this month, and we hope you find something useful on every page. Need a perfect simple breakfast in bed for Mom? Page 3. Need help with natural insect repellents this year? Look no further than page 11. Local author Janet Reich Elsbach shares her best-ever chocolate pudding recipe from her new book, *Extra Helping*, on page 10. And get ready for deals by the case as the truck pulls in to our Great Barrington store on May 17th and 18th. You'll find all the deets on that great event on pages 6 and 7.

Read on for the best of May in our stores!

MATT'S MAY PRODUCE PICK



ASPARAGUS

“There are few foods as emblematic of spring as crisp, bright asparagus. Choose spears with tight fronds at their tops. Snap the woody ends off- they’ll break naturally right at the place where the spear is tender enough to eat.” -MATT MASIERO

OUR MAY RECIPE:

Breakfast Asparagus with a Poached Egg

This perfect and classy breakfast for one comes together in a flash. Practice your egg poaching skills (it's easier than you think!) and impress mom with a breakfast in bed that will wow her. Serve with toast or without—just don't forget the extra love. *From Guido's Marketing Manager Alana Chernila.*



Serves 1

INGREDIENTS

Olive oil

6 to 8 spears asparagus, snapped at the woody end

Water

2 eggs

Salt

Freshly ground pepper

DIRECTIONS

1. Heat a medium skillet over medium heat. Add 1 tablespoon of olive oil and heat for another moment, then add the asparagus in as much of a single layer as possible. Cook, turning often, for about two minutes. Then add a splash of water, cover the pan, and cook until the asparagus is tender yet crisp, 2 to 3 minutes. Remove from heat and transfer to plate.

2. Meanwhile, bring a small pot of water to a lively simmer. Crack one of the eggs into a ramekin or teacup. Pour off most of the watery part of the white and give the simmering water a little swirl to get it moving. Gently slide the egg into the water and repeat with the second egg. Cook until the whites are firm, 2 ½ minutes. Use a slotted spoon to lay the eggs over the asparagus. Top with a drizzle of olive oil, a sprinkle of salt, and several grinds of pepper.

CELEBRATING OUR MOMS



Meet the mothers of Bella Flora!

They give us so much every day--love, support, patience, encouragement--the list is endless. Our mothers, Renie Masiero and Jane Whalen, are deeply rooted in our endeavor. Renie has worked tirelessly at the Bella Flora Garden Shop each spring, caring for the plants and supporting us through our busiest seasons. When we started our business, she and Guido cared for our children, Max and Phoebe. Renie even had dinner ready for us when we got home, always with a smile on her face and a spring in her step.

Jane Whalen, Mimi to all, was our first Bella Flora employee 24 years ago. She was our teacher and mentor, always generous with her creative energy and God-given talent. She taught us how to create seasonal beauty and finish it with "the Mimi touch." She is always teaching, inspiring, loving, and supporting in any way she can.

We celebrate and honor our mothers, and yours, this month. We would like to invite you to celebrate your mother, stepmother, grandmother, and great grandmother. Let us create something as beautiful as the mothers we all love so much.

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

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

bellafloraberkschires.com

4 GUIDO'S CELEBRATES 40 YEARS

BELLA FLORA



SAVE! **MAY**
Mazzeo's
SPECIALS

M E A T

Baby Back Ribs **\$3.99 lb**

Beef Back Ribs **\$2.99 lb**

Ground Sirloin (5 lbs or more) **\$3.99 lb**

Mazzeo's Turkey Italian Sausage (hot or mild) **\$3.99 lb**

F I S H

Fresh South American farmed

Tilapia Fillet (plain or blackened) **\$8.99 lb**

WE'RE MAKING 2019 THE YEAR OF LESS PLASTIC

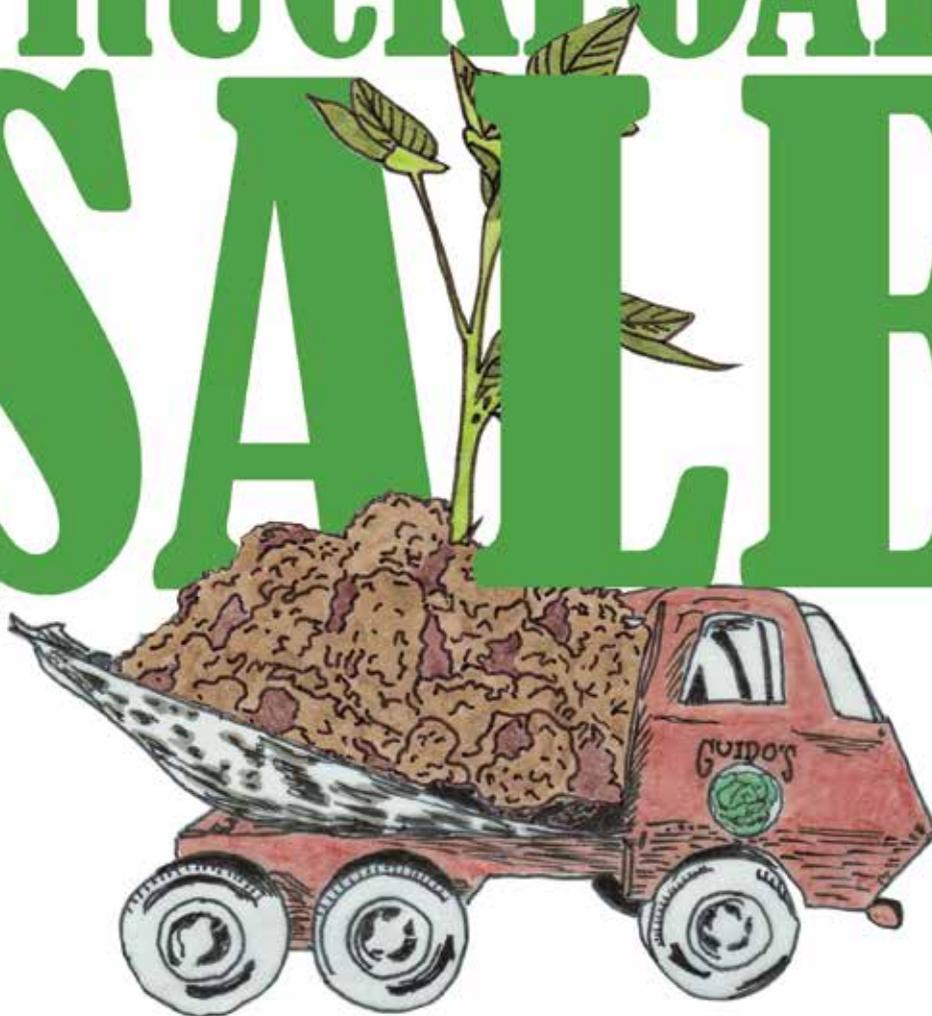


Mazzeo's Meat and Seafood is committed to reducing our plastic use by 30% in 2019. With this goal in mind, **we will only use plastic bags to wrap your meat by request or if it is absolutely necessary.** If you would like your meat in plastic, please let us know when you place your order. We also encourage you to bring your own reusable containers for an entirely waste-free experience.

Thank you for helping us work towards our goal! Together, we'll make 2019 the year of less plastic!

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488
MAY 1-31, 2019

TRUCKLOAD SALE



PURCHASE CASES OF YOUR FAVORITE PRODUCTS ALL AT

40% OFF ^{OR MORE!} *

LOOK FOR THE TRUCK IN GREAT BARRINGTON
Shop Truckload Deals in both stores!

MAY 17&18

SALE HOURS 9 AM - 7 PM

*WHILE SUPPLIES LAST. SOME RESTRICTIONS APPLY. SEE IN STORE FOR DETAILS.

The TRUCKLOAD SALE rolls in to Great Barrington on May 17th and 18th.

This is the perfect time to stock up on your favorite staples for summer parties and picnics at 40% off when you buy by the case.

Our Natural Foods team has been negotiating the best possible deals, and now they get to pass on the huge savings to YOU.

For Great Barrington shoppers:
Come on in and talk to our Truckload ambassadors right inside the entrance of the store! They'll get you started, and you can pick up your cases on the way to your car.

For Pittsfield shoppers:
Come say hi to our Truckload ambassador in the foyer just inside the entryway! Make your choices, prepay for your cases, and then you can come pick up your purchases the following Thursday or Friday.

What's On Sale?*

SNACKS

Green Mountain Gringo Salsa: Mild, Medium

Green Mountain Gringo Tortilla Strips

Sea Snax Classic Olive Oil Seaweed Snacks

Kind Bars: Dark Chocolate Sea Salt, Dark Chocolate Peanut Butter, Caramel Almond

Simple Mills Sea Salt Almond Flour Crackers

DRINKS

San Pellegrino Soda: Aranciata Rossa, Limonata, Aranciata

San Pellegrino Sparkling Mineral Water

PANTRY

California Olive Ranch Everyday EVOO

Native Forest Classic Coconut Milk

Bonne Maman Preserves: Strawberry, Raspberry

Wild Planet Canned Fish: Sardines in EVOO, Salmon, No Salt Tuna

Eden Canned Beans: Cannellini, Black, Garbanzo

Muir Glen Canned Tomatoes: Diced; Whole, peeled

Muir Glen Tomato Basil Pasta Sauce

GRAINS AND PASTA

Bionaturae Penne Pasta

Explore Cuisine Plant-based Pasta: Red Lentil Penne, Chickpea Fusilli

Annie's Mac & Cheese: Shells and Cheddar, Classic

Lundberg Organic Short Grain Brown Rice

HOUSEHOLD

Ecos Dishmate Liquid Soap: Lavender, Free & Clear

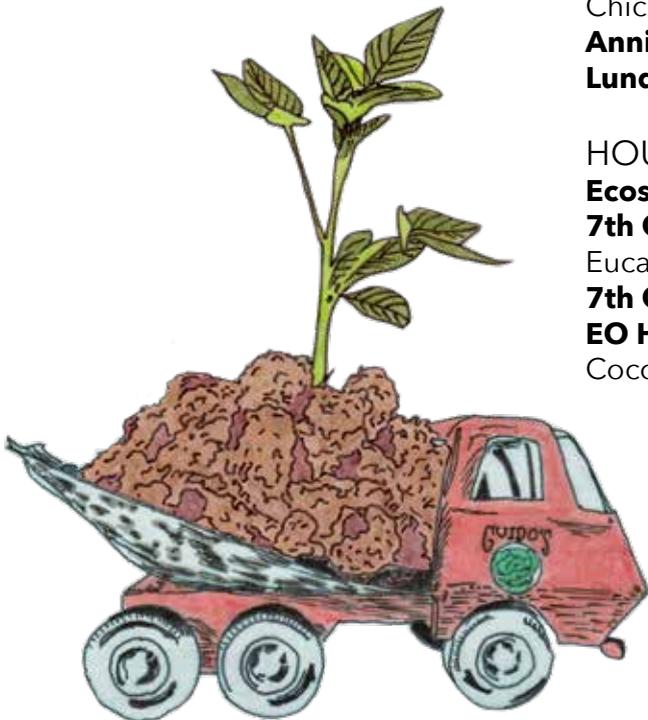
7th Generation Laundry Detergent: Free & Clear, Eucalyptus Lavender

7th Generation Paper Towels

EO Hand Soap: Meyer Lemon & Mandarin, Lavender & Coconut

*List subject to change, while supplies last.

BEEP! BEEP! See you in the stores...



Natural Foods Great **8** for May

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

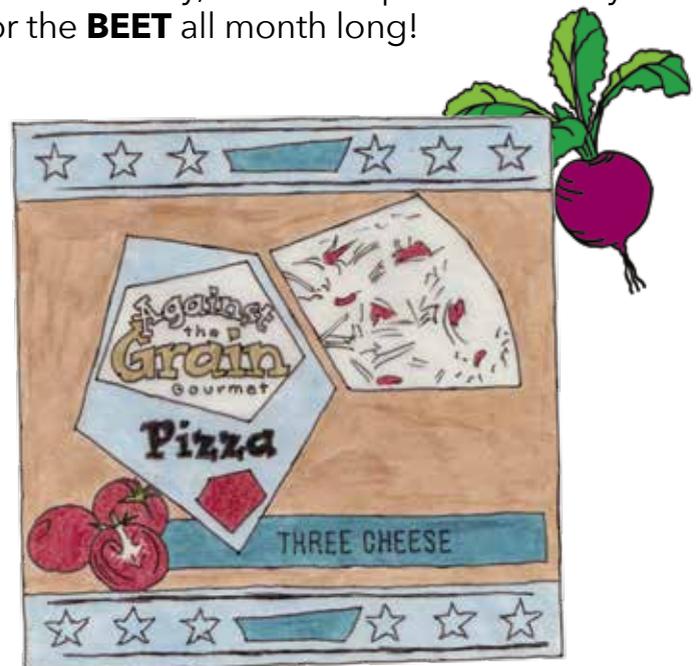


Arcadia's Kitchen

SALSA

all 16 oz varieties

\$5.99



Against The Grain

GF FROZEN PRODUCTS

all varieties

30% off



Side Hill

ORGANIC YOGURT

all 32 oz varieties

\$3.29



Field Day

ORGANIC CANNED BEANS

15 oz all varieties

\$1.79



Jelina
CHOCOLATE BARS
all 3.35 oz varieties
\$3.99



Lillie's Q
BARBEQUE SAUCES
all 20 oz varieties
\$5.99



Maria & Ricardo's
TORTILLA WRAPS
8 inch white variety
2/\$5



Laurel Hill
ORGANIC OLIVE OIL
750 ml
\$10.99

RECIPE SWAP

This month, we're excited to share a recipe from local author **Janet Reich Elsbach**. Pick up her new book, *Extra Helping*, in our stores or wherever books are sold.

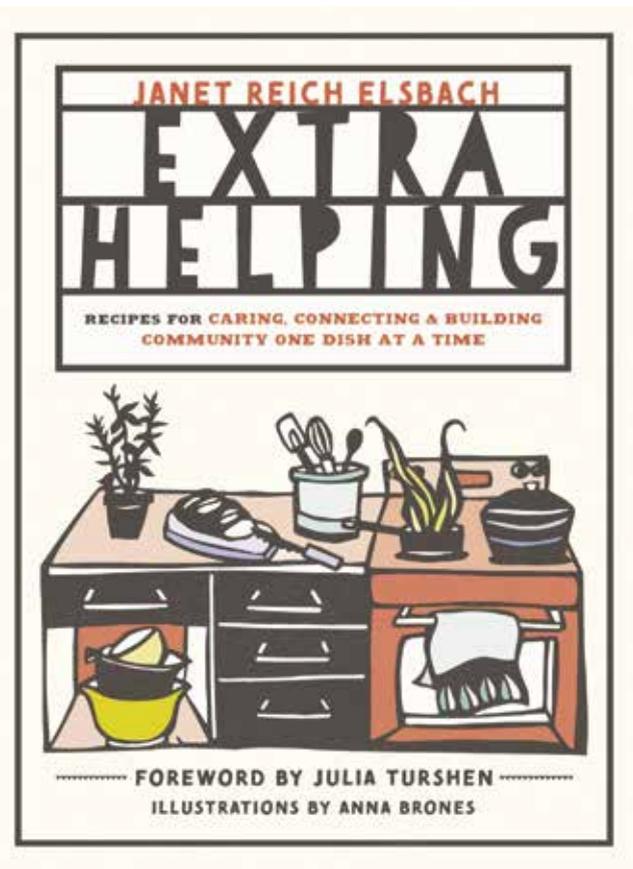
Chocolate Pudding

The other name for this is the world will beat a path to your door. After my friend Kari tasted the second draft of this recipe, she very thoughtfully and generously gifted me with a set of eight pretty French terra-cotta pudding cups with snap-on lids, to make it easier for me to keep bringing her pudding on the regular. Jam jars make a fine substitute if you live too far from Kari to get the same deal. If you truly must, you can use regular condensed milk in place of the condensed coconut milk called for here, but if aversion and not availability is the obstacle, let me tell you this: under my roof dwells an extremely coconut-averse person and even she will say this pudding does not taste remotely like coconut. All it brings to the party is a super-silky, creamy texture. This recipe makes a lot of pudding, but I have never found that "made too much pudding" really amounts to a problem. "Make pudding and you make friends" more accurately describes my experience.

Makes a generous 6 cups of pudding, serving 8 to 10 depending on portion size

½ cup natural or Dutch-process unsweetened cocoa powder
1/3 cup cornstarch
½ teaspoon salt
4 cups cow's milk or carton-type coconut milk
One 15-ounce can sweetened condensed coconut milk
4–6 ounces (170g) semisweet or bittersweet chocolate, chopped
1 teaspoon vanilla bean paste or vanilla extract
Whipped cream, to serve (optional)

1. Have ready eight to ten small dishes or mason jars to hold the finished pudding.
2. Combine the cocoa, cornstarch, and salt in a heavy, medium saucepan. Slowly whisk in the fresh milk, then add the condensed milk and whisk together thoroughly.
3. Heat over a medium flame, stirring constantly with a wooden spoon and being sure to reach into all corners of the pot so no area scorches or remains unstirred. Bring it all the way to a low boil (only evident if you stop stirring, which you shouldn't do for long), and continue to cook for about 7 minutes, until the mixture is nicely thick and the waves from stirring stay visible on the surface. You'll also notice that a



darker skin starts to form on the surface if an area stays undisturbed; that's another signal that it's done. Rest assured that the pudding will thicken considerably as it cools.

4. Remove the pot from the heat and add the chocolate, whisking until it is melted. Add the vanilla. At this point, you can ladle it into the waiting dishes, or continue whisking until the pudding has cooled, which yields a creamier texture and the ability to mound it up attractively in the dish. This can take some time; either put on a podcast or transfer the pudding to a stand mixer and set it to low.
5. Churned or not, let the dishes come to room temperature before covering and chilling them, or condensation will spoil their tidy tops.
6. Whipped cream makes a totally unnecessary but welcome embellishment. The pudding will keep for up to 1 week, refrigerated.

From *Extra Helping* by Janet Reich Elsbach © 2018 by Janet Reich Elsbach. Illustrations © 2018 by Anna Brones. Reprinted in arrangement with Roost Books, an imprint of Shambhala Publications, Inc.

TICK TIPS

from our Wellness Department



There are lots of essential oils that can be helpful insect deterrents. **Geranium, cedarwood, rosemary, peppermint,** and **neem** are all great options. Come on in and talk to a one of our Wellness Specialists about natural insect deterrents! They'll set you up with a product that can help you enjoy the great outdoors all season long.

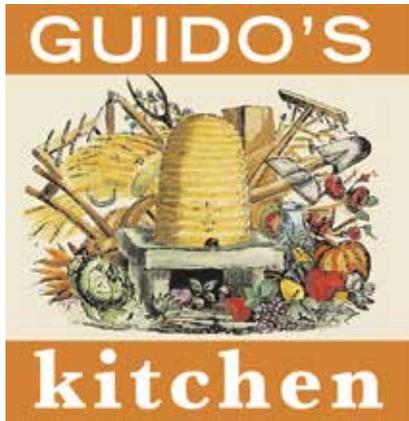


The bugs are back, and that means it's time to think...

Natural Bug Deterrents!

We have great options in both stores from **Nantucket Spider, Badger,** and more. Remember to wear light-colored, tight-fitting clothing when you head out in the woods, tuck your pants into your socks, and do a thorough tick check every night. Eating extra garlic can turn off the ticks as well, and any excuse to eat extra garlic is fine by us!

GUIDO'S KITCHEN MAY PICKS



Guido's Kitchen Raw Broccoli Salad
\$4.50 You save \$1.49/lb

Guido's Own Guacamole
\$4.99 each You save \$2



ONLY IN PITTSFIELD

LA GROTTA MAY JUICY DEALS



Parmigiano Reggiano **Vache Rosse (Red Cow)**

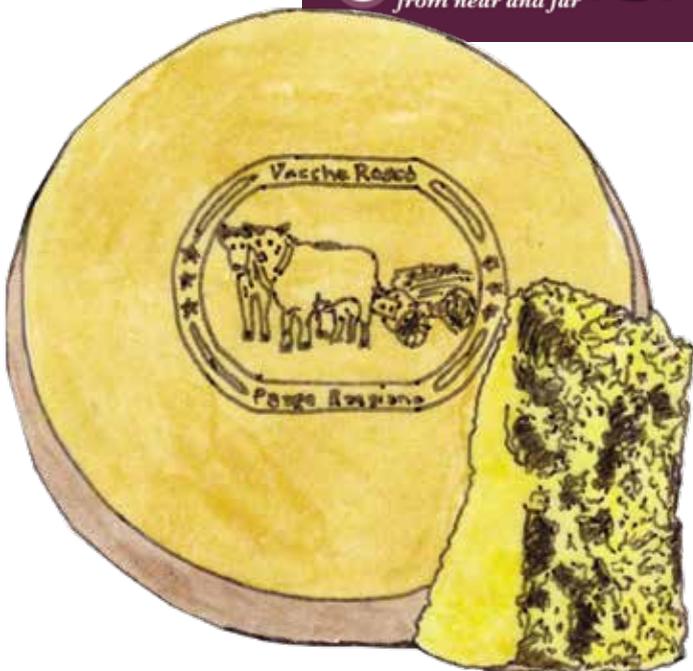
The King of Cheese! Although there may be many imposters, there truly is no substitute. Stock up with this great deal.

\$24.99/lb

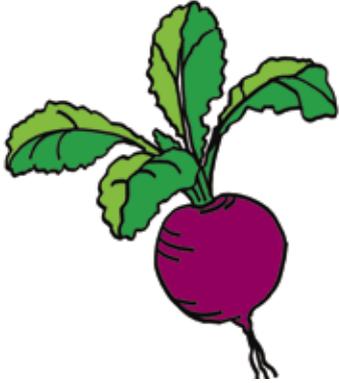
You save \$2/lb

follow us on instagram
@guidoslagrotta

ONLY IN PITTSFIELD



PITTSFIELD CAFÉ MAY DRINK OF THE MONTH



AquaViTea
kombucha (on tap)

\$2.69/ 16 oz
you save **\$.30**

Cool News!

Ayelada

LOCALLY
CRAFTED
FROZEN
YOGURT

TEAMS UP WITH GUIDO'S CAFÉ
and HIGH LAWN FARM

TO BRING YOU SWIRLED HAPPINESS
IN TWO DELIGHTFUL FLAVORS



ONLY IN PITTSFIELD



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.**

THE MARKETPLACE SPECIALTY FOODS MAY DEAL



20% off

HARNEY & SONS

ICED TEA SACHETS

(Plain, Blueberry Green, Black Currant)

ONLY IN GREAT BARRINGTON



OUR MAY PICK

This iconic coffee maker company began in Pittsfield in 1941! More than just a pretty face, it also makes fantastic coffee!

**CHEMEX
COFFEE MAKER**

\$59.99



WINE DEPARTMENT

MAY

VINE & DINE SELECTION:

Ferrari Carano Dry Sangiovese ROSE

Sonoma County, California

\$13.99

Save \$3.00 per bottle

With aromas and flavors of fresh-picked wild strawberries, raspberries, melon, pomegranate, and a touch of blood orange, this refreshing and lively wine offers finesse balanced by mouthwatering acidity and an elegant finish. The grapes for this Rosé are harvested in the early morning, gently destemmed, crushed and cold soaked on the skins for two hours before pressing — just long enough to pick up the wine's lovely pink and salmon hues and extract flavors from the skins. Served chilled, the wine pairs well with fresh seafood like salmon, crab or shrimp. Delicious with Cornish hens, lamb or turkey, as well as cheeses such as fresh chèvre, goat, brie & Roquefort.



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

CONSTRUCT PRESENTS

Mayfest

2019

EAT
DRINK
CELEBRATE
SPRING

AN EVENING OF TASTINGS TO BENEFIT CONSTRUCT

MONDAY, MAY 20, 5:30 PM



HONORING THE RESTAURANTS OF MAYFEST

CRISSEY FARM • 426 STOCKBRIDGE ROAD
GREAT BARRINGTON, MA • TICKETS \$95

MUSIC BY THE LUCKY FIVE

For a list of participating restaurants and to purchase tickets, visit WWW.CONSTRUCTINC.ORG



HONORARY CO-CHAIRS:
MATT MASIERO & CHRIS MASIERO

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 that 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

