

JUNE

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GUIDO'S
FRESH

Est. 1979

MARKETPLACÉ

VOLUME 2 / ISSUE 1

JUNE 1 - JUNE 25, 2019



JUNE

At last, June is here!

Is there anything better than a ripe, summer strawberry? June brings those first sweet bites, and there are so many more to follow throughout the summer. The first heads of transcendent butterhead lettuce from Woven Roots Farm, the first MX Morningstar zucchini fresh off the grill, the first Indian Line Farm tomato—each of these tastes signal a new moment of summer, and the strawberry launches it all. We're looking forward to a great month ahead of gorgeous summer produce, great deals, and delicious meals. Let's usher in this summer together, bite by spectacular bite!

Read on for the best of June in our stores.

MATT'S JUNE PRODUCE PICK



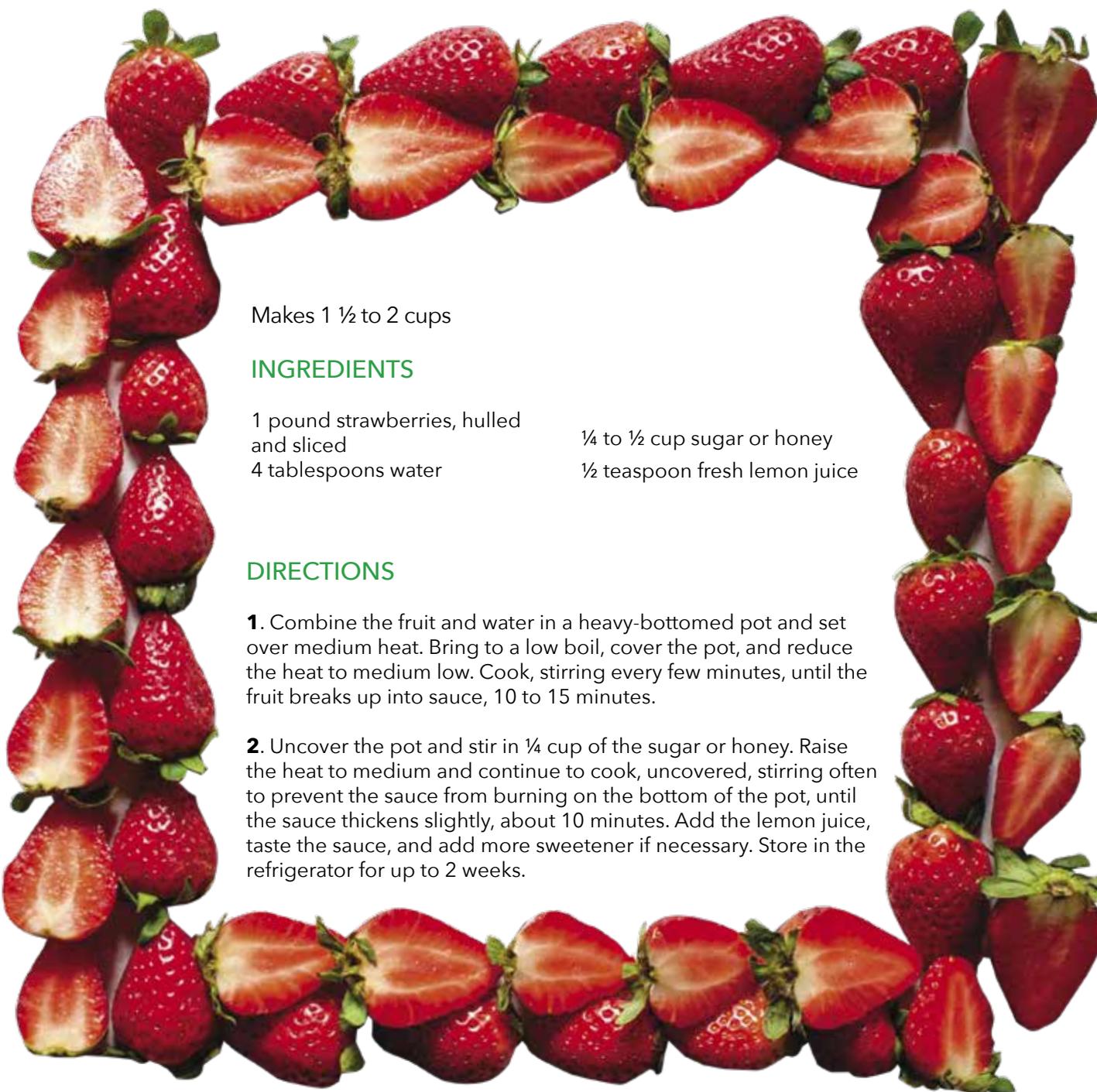
STRAWBERRIES

“It’s like a holiday when the local strawberries arrive! Deep red, sweet like candy, they fly off the shelf as soon as they arrive. I dare you not to eat the whole box on the way home.” -MATT MASIERO

OUR JUNE RECIPE:

Simple Strawberry Sauce

This easy fruit sauce is so versatile—it's great on anything from yogurt to ice cream to cake. It also freezes beautifully, so tuck some away in the freezer to bring out when you need a little extra summer! *From Guido's Marketing Manager Alana Chernila.*



Makes 1 ½ to 2 cups

INGREDIENTS

1 pound strawberries, hulled
and sliced
4 tablespoons water

¼ to ½ cup sugar or honey
½ teaspoon fresh lemon juice

DIRECTIONS

1. Combine the fruit and water in a heavy-bottomed pot and set over medium heat. Bring to a low boil, cover the pot, and reduce the heat to medium low. Cook, stirring every few minutes, until the fruit breaks up into sauce, 10 to 15 minutes.

2. Uncover the pot and stir in ¼ cup of the sugar or honey. Raise the heat to medium and continue to cook, uncovered, stirring often to prevent the sauce from burning on the bottom of the pot, until the sauce thickens slightly, about 10 minutes. Add the lemon juice, taste the sauce, and add more sweetener if necessary. Store in the refrigerator for up to 2 weeks.



MEAT

New! Non-GMO Kurobuta Boneless Pork Chops or Roast **\$7.99lb**

Naturally raised on Pennsylvania family farms, fantastic marbling from Berkshire heritage bred pork

Natural Non-GMO Kurobuta Country-Style Spare Ribs **\$5.99lb**

New! Bourbon Maple Marinated Chicken Thighs **\$3.99lb**

Mazzeo's Store-made Spinach and Feta Chicken Sausage **\$6.99lb**

Big Picture Beef 16oz pkg 100% Grass-Fed Ground Beef **\$7.99ea**

Black River Nitrate-free 12oz pkg Applewood Sliced Bacon **\$6.99ea**

SEAFOOD

New! Boston Chemical-free Cleaned Squid **\$9.99lb**

Florida Fresh Wild Gulf Shrimp 16/20 count Shell-on **\$19.99lb**

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488
JUNE 1-25, 2019

It's planting time!



We are all smiles when gardening season hits!

All month at both Guido's locations, you will find an excellent selection of **ORGANIC VEGGIE & HERB STARTS** from some of our favorite farmers! We have been honored to work with **LEFT FIELD FARM** since 1995. That's Mitch (who owns and operates Left Field Farm with his wife Maureen) pictured with Chris (Bella Flora co-owner with his wife Annie) in the photo above.

HIGH MEADOW FARM shares their talents with us every early summer. Their herbs are outstanding. Don't miss our favorite, their hearty rosemary.



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

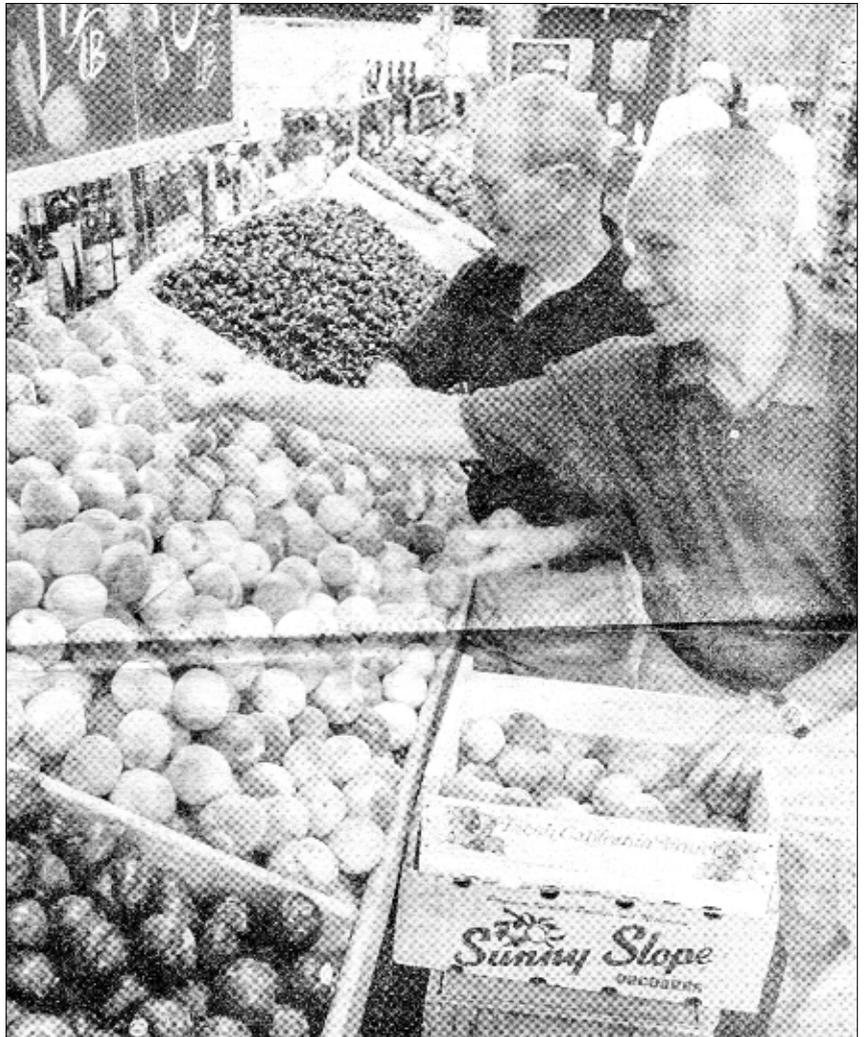
IN GUIDO'S GB: 760 S. Main St. 413-528-1581

bellafloraberkshires.com

THANK YOU, DAD!

We came across a sweet press clipping from our archives - 40 years worth! It seems just right to dust it off now, as we honor the father-figures in our lives on June 16. The article, with the accompanying photo (right) of co-owner Matt Masiero and his father Guido, ran in *Berkshire Week* August 5, 1999. The story was written by **Julius Rosenwald**, and the photo was taken by **Joel Librizzi**.

The text that follows here is extracted from the article, edited to give a sense of the role that this father - the namesake of this business - had in shaping the lives of so many.



Matt & Chris Masiero needed a name for their business. Their choice has ties to both popular culture and their immediate family. “We were all sitting around the dinner table at my parent’s home in Manchester (on the north shore of Boston), trying to come up with a name for the store,” Chris recalled. “Somebody said, ‘How about Guido’s?’ It is my father’s first name and everybody knew Guido Sarducci from Saturday Night Live. Perfect.”

Chris and Matt saw it as a fitting tribute to a man so firmly planted in their corner. “My dad was a school teacher but he always wanted to be in business for himself,” said Chris. “Really early (try 4 a.m.), before he went to work, he’d go to the pier and buy fish. He had a homemade cooler in the back of his station wagon and he’d throw the fish in it. Then he’d drive 30 miles over to the

New England Produce Center (in Chelsea) and meet my brother who would be buying. He’d throw it on the back of Matt’s truck so we could offer fresh fish. That’s how much he wanted us to succeed. He’s a dedicated father.”

Retired and relocated to the Berkshires, Guido Masiero has lost none of that devotion. An elegant and spirited gentleman, Guido eagerly dons his apron and keeps pace in the store with kids one quarter his age.

At the risk of exposing a bit of the repartee on which he relies, Guido told the following story “I’ll be arranging fruit or something and a woman will come up to me and ask, ‘Can you pick melons?’ I’ll say ‘Why of course, what kind?’ ‘Honeydew.’ Then I’ll ask, ‘When are you gonna’ use it?’ She says ‘Tomorrow.’ And I say, ‘Yes, but

what time?’”

That example of finding out what a customer wants and making sure they get it, has set the tone for the way the Masieros do business. “We’ll do anything for people,” said Tom Cornwell (Guido’s Pittsfield Produce Team member). “If someone wants to taste every piece of fruit in the store, I’ll take them around. When we see someone with their hands full, we offer to carry their bags to the car. We want every customer to feel special.”

“It’s pretty simple, said Chris. “What made Guido’s successful is service and quality. That’s old world, but it’s what I know. I’m gonna do it that way until the day I die.

HAPPY FATHER’S DAY
from all of us at Guido’s!



Vendor Spotlight: **Badger Organic Skin Care**



Badger is a small, family-owned and family-run company in Gilsum, New Hampshire. We carry many Badger products in our stores, from reef-friendly sunscreen to herbal insect deterrents.

All Badger products are organic and made to the strictest environmental standards. And of course they're wonderful to use, smell great, and work well. Our Wellness Specialist, Lisa Zeleny, is a particular fan of Badger sunscreens. From Lisa:

"No more glopping on white paste; they've made some of the sunscreens clear! It may take a little more effort to rub the sunscreen in rather than a quick spray on, but what if that could make a difference? Take a good hard look at all your bath and body products. We all know dumping prescriptions and paint thinners down the drain isn't good for the environment, but what about everything else? Scientists believe the reef's phytoplankton or algae gives off 50% or more of the Earth's oxygen. And all bodies of water eventually lead back to the oceans. It's worth trying to protect the coral reefs in turn to help protect ourselves!"

Badger is also a model company when it comes to employee benefits. They pride themselves on being a family-friendly company, offering flexibility for parents, paid leave for the primary and secondary parent, extended parental leave with job protection, and childcare reimbursements. Badger encourages new parents to bring their babies to work, and even has a childcare facility on site.

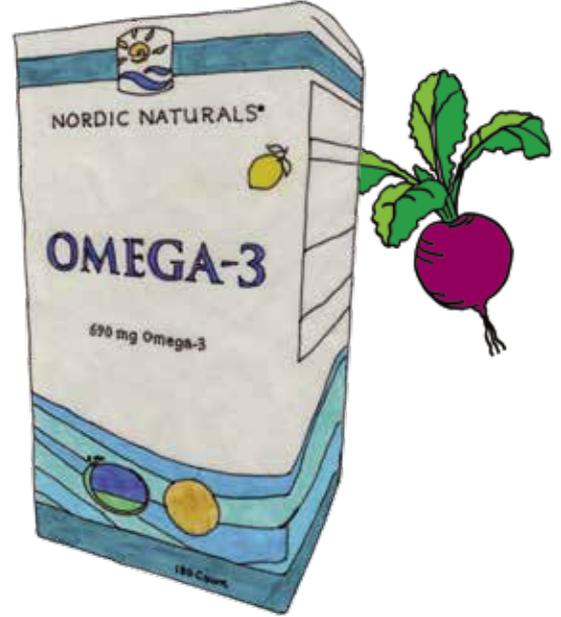
Our Wellness Team visited the Badger headquarters in New Hampshire last summer, and Anna Masiero reported that it was her favorite field trip yet. "The team at Badger welcomed us with smiling faces and a feast for lunch. Between the tour of the facilities and learning more about their education programs, I now know I am choosing a product that is ecologically harvested, wild-crafted, and fairly traded."

Natural Foods Great **8** for June

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



Hosta Hill
FERMENTED VEGETABLES
all 16 oz varieties
\$6.49



Nordic Naturals
OMEGAS
all varieties
25% off



SoCo
ICE CREAM PINTS
all varieties
2/\$9



Smokey Diva's
BARBEQUE SAUCES
all 18 oz varieties
\$4.99



Boylan
SODA
all 4-packs
2/\$9



Casolare
ORGANIC OLIVE OIL
750 ml
\$13.99



Mali's
HARDWOOD CHARCOAL
10 lb bag
\$7.99



Badger
SUNSCREEN AND BUG SPRAY
all varieties
20% off

IT'S **G&T** SEASON!



You're in luck!

All **FEVER-TREE TONICS**

are **2 for \$5** for the month of June.

Classic Berkshire Gin and Tonic

Serves 1

Ice
50 ml Berkshire Mountain Distillers
Ethereal Gin
150 ml Fevertree Tonic
1 lime

Add several ice cubes to a large wine glass. Top with the gin, and then the tonic. Peel a strip from the outside of the lime, letting the peel and any oils drop into the glass.

GUIDO'S PIZZA JUNE DEAL

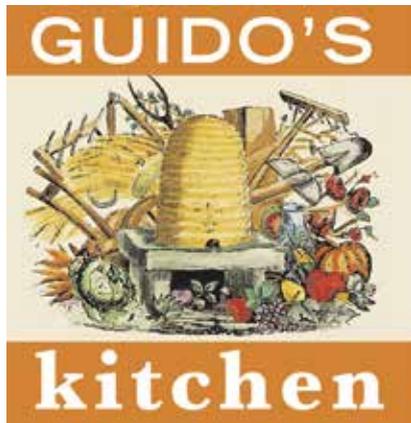


Buy any 2 Large Pizzas, get a FREE large cheese pizza!

ONLY IN PITTSFIELD



GUIDO'S KITCHEN JUNE PICKS



Falafel

\$4.50 You save \$2

Coppa Roasted Pork

from Italy

\$13.99/lb You save \$3/lb



ONLY IN PITTSFIELD

LA GROTTA JUNE JUICY DEALS



Pago "Los Vivales" Zamora

Spanish Raw Sheep's Milk Cheeses

green label 2-4 mo **\$14.99/lb** You save \$3/lb

black label 6-8 mo **\$14.99/lb** You save \$3/lb

burgundy label 11-13 mo **\$16.99/lb** You save \$3/lb

silver label 15+ mo **\$16.99/lb** You save \$3/lb

Guido's is currently the exclusive importer in the US of these amazing cheeses.



ONLY IN PITTSFIELD

PITTSFIELD CAFÉ JUNE DRINK OF THE MONTH



"Summer Sky" smoothie

\$5.95
16 oz only
you save \$1

With pineapple, blueberries, raspberries, apple juice and Guido's Own OJ, it's like summer in a cup.

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, or in a smoothie.

ONLY IN PITTSFIELD



THE MARKETPLACE SPECIALTY FOODS JUNE DEAL



20% off

KAME CRAKERS

(Original, Seaweed, Sesame, Wasabi and Black Sesame)

ONLY IN GREAT BARRINGTON



OUR JUNE PICK

Grill in style all summer long!
CANVAS GRILLER'S APRON

\$39.99

LEATHER GRILL GLOVES

\$19.99



WINE DEPARTMENT

JUNE VINE & DINE SELECTION:

Kono
Sauvignon Blanc
Marlborough, New Zealand
\$10.99

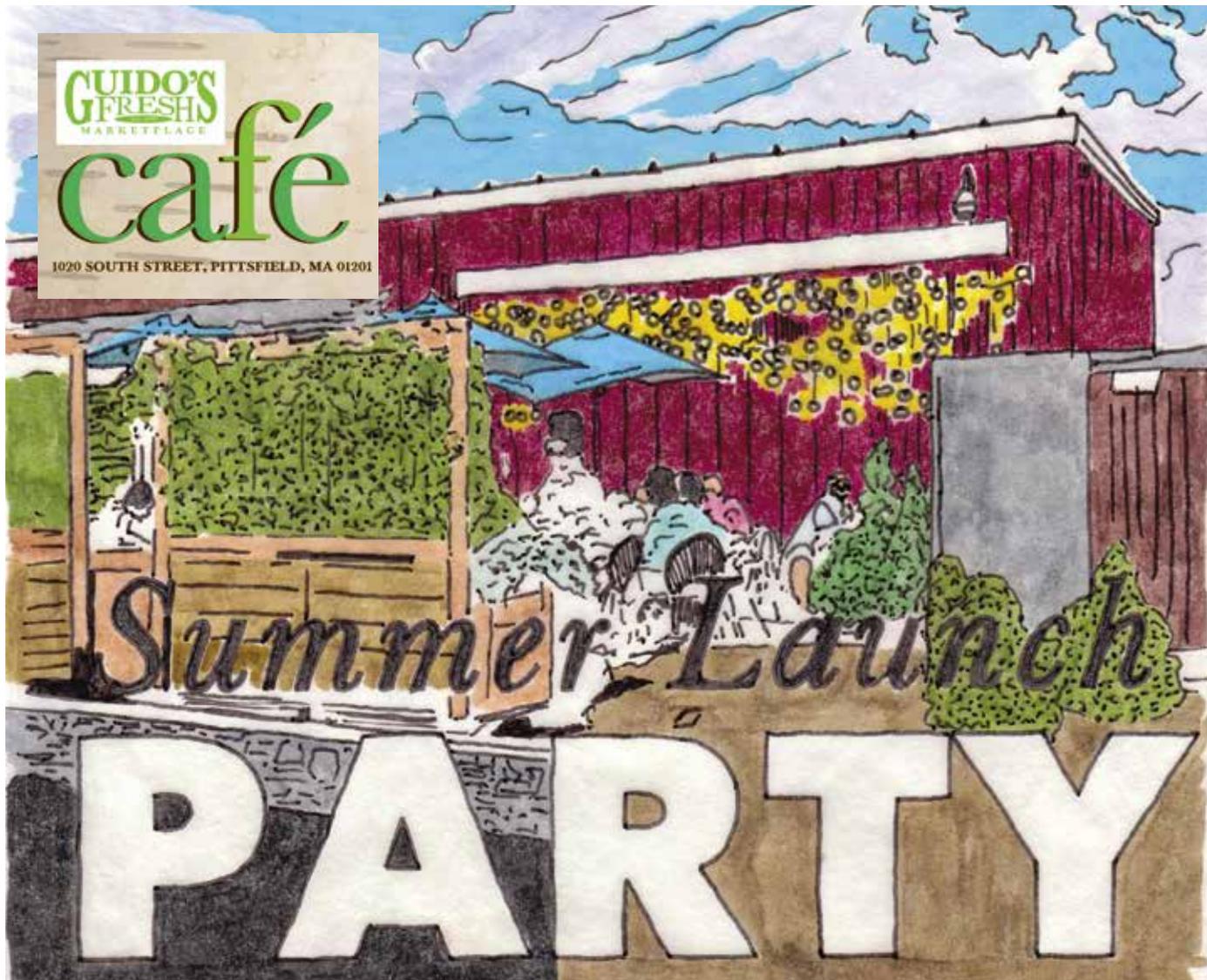
Save \$3.00 per bottle

Kono wine is made from carefully selected vineyards in New Zealand's pre-eminent wine region. The vineyards are certified by Sustainable Winegrowing New Zealand. The grapes are grown with soil knowledge and cultivation methods passed down from Maori forbearers. Kono Sauvignon Blanc has a vibrant, fruit-driven nose bursting with citrus fruits and passionfruit. It's best with sushi, salads, and green veggies such as bell pepper, peas and asparagus.

Try with fish, all white meats tomato-based or herbed sauces, tangy goat cheeses, and soft cheeses like Brie & Camembert.



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



June 28, 5-7 pm in Pittsfield

Join us as we kick off summer in style with pizza, Ayelada frozen yogurt, live music and big prizes on the patio. **#ArtFeedsUs 2019** opens with a bang with a **pick-a-prize raffle** with chances to win tickets and memberships from:

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

Come enjoy free pizza and a sundae bar with \$1.00 Ayelada scoops and free toppings.
See you there!

IN PITTSFIELD: 1020 South St. EVENT DETAILS AT guidosfreshmarketplace.com

MASS MoCA

ART
MUSIC
ICE CREAM
BBQ
WILD OUT.



MUSEUM HOURS: 10am–6pm, open late some nights | North Adams, Mass. | 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.

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

