

# SEPTEMBER



This month is all about the routine.

Whether our lives follow the school year or not, the back-to-school rhythm seems to be in the blood, and all the fun upheaval (late nights, trips to the beach, visits with friends), comes to a quiet conclusion.

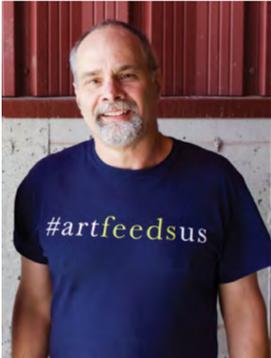
And yet we are in year two of a different kind of upheaval, where life's rhythms are harder to predict. Safety is on all of our minds these days, masks are back, and there is a deeper uncertainty about what these coming months will hold. We're feeling it in the stores, of course, and the labor shortages and changing COVID landscape pull on the staff as they work every day to keep the shelves full and the community well fed. And then there's the more exciting upheaval on top of it all as the walls start to come down to make way for a bigger and better Great Barrington store.

As we head into this fall together, we want to send out a big thank you--for pulling out your masks again, for being kind, for patiently enduring the chaos outside the Great Barrington store (and for being as excited as we are about the end result), and for sticking with us through it all. We hold to the fact that sometimes a perfect apple, a delicious new bottle of olive oil, or even a kind face on the other side of the register is just the thing to turn a rough day around. The little moments really do make a huge difference, and we're committed to keeping them coming.

Read on for the best of September in our stores!

## STAFF PROFILE

**Tom Binder,**  
Dairy Manager,  
Pittsfield



Each time a new employee starts working in our stores, they get assigned a number. These numbers are chronological, so they'll often give you clues about how long an employee has been with Guido's. Newer employees can be up in the six hundreds, and a few particularly long standing folks boast numbers under 100.

Tom Binder is #6. That gives you a sense of how long he's been a member of the Guido's family. He knows everything there is to know about local eggs and milk, and we are so lucky to have him in the store.

Tom recently found true love, marrying an old friend from high school a few years ago. There wasn't a dry eye among the audience at that ceremony, and we couldn't be happier for him.

Thank you, Tom!

## GUIDO'S kitchen

This month, we're sending a huge shout out to the **GUIDO'S KITCHEN SANDWICH TEAM!**

These talented and hardworking folks make an average of 175 delicious sandwiches a day. Whether they're stacking **The Bird** (grilled chicken, avo, cukes, red chili lime ranch), putting together a **Garden of Vegan** (chickpea and kale spread with all the veggies), or building the mountain that is **The Guido** (enough Italian meat and cheese to feed a small crowd), this team makes the very best sandwiches around.



ONLY IN PITTSFIELD

## OUR SEPTEMBER RECIPE:

# Maple Roasted Apple Sauce



Roasting apples before transforming them into a silky sauce creates an applesauce with a deep, rich flavor.

### MAKES ABOUT 3 CUPS

4 pounds crisp apples, such as Galas or Pink Ladies, cut into large chunks

2 tablespoons fresh lemon juice (about 1 lemon)

3 tablespoons maple syrup

2 tablespoons unsalted butter, cut into small pieces

1. Preheat the oven to 425°F. Pile the apples into a large baking dish. Drizzle with the lemon juice and maple syrup, and spread the bits of butter over the apples. Roast until the apples are soft, 30 to 40 minutes. Remove the pan from the oven, and let the apples cool for a few minutes.
2. Pass the roasted apples and any liquid in the pan through a food mill, catching the sauce in a bowl below. Alternatively you can puree the apples in a blender or food processor--just peel and core them before you roast them.

**DO YOU LOVE FOOD?  
LOOKING FOR A NEW CAREER?  
CHECK OUT OUR JOB OFFERINGS!**  
We're always updating this link,  
so check back often. **SCAN HERE!**



## Natural Foods Great 8 for September

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

 <p>Bob's Red Mill <b>ALMOND FLOUR</b> both 16 oz varieties <b>\$7.99</b></p>	 <p>The Bridge <b>TOFU</b> 15 oz <b>\$1.99</b></p>	 <p>Life Booch <b>KOMBUCHA</b> all 16 oz varieties <b>\$3.99</b></p>	 <p>Nature's Path <b>ORGANIC ECO PACK CEREAL</b> all varieties 26-32 oz <b>\$6.99</b></p>
 <p>Pricklee <b>SUPERFRUIT WATER</b> all 12 oz varieties <b>2 for \$5</b></p>	 <p>Lundberg <b>ORGANIC MINI RICE CAKE CHIPS</b> all 5 oz varieties <b>2 for \$5</b></p>	 <p>Shire City Herbals <b>ORGANIC FIRE CIDER</b> all 16 oz varieties <b>\$15.99</b></p>	 <p>Abilyn <b>ICE CREAM CAKES</b> All 30 oz varieties <b>\$16.99</b></p>



**WHY SHOP  
GUIDOSTOGO.COM?**  
Check out this sweet haul  
to learn what our new online  
shopping site can do for you.

# WIN \$100 WORTH OF GROCERIES

To enter, simply place a Guido's to Go order any time in September for your chance to **win \$100 off your next Guido's To Go order**. We'll be choosing one winner from each store at random every week this month, so you have four chances to win in each store!



AMOE: No purchase necessary to enter. Alternative means of entry is available with an email to [giveaways@guidosfreshmarketplace.com](mailto:giveaways@guidosfreshmarketplace.com) with a limit of one entry per customer per week. Guido's staff and family members not eligible.



## This month, please join us in supporting NAMI Berkshire County.

The mission of The National Alliance on Mental Illness (NAMI) Berkshire County, a community based, non-profit organization, is to support, educate and advocate for all those in Berkshire County whose lives are affected by mental illness. NAMI Berkshire County provides information, referrals, classes, workshops, support groups, and advocacy to family members and caregivers of people living with mental illnesses. They assist children, adults, and families with mental health questions by accessing resources and services that promote understanding and recovery.

Head to [namibc.org](http://namibc.org) to learn more about their work, and please ask your cashier to Round Up at Checkout!



### MEAT

**SPRINGER MOUNTAIN NON-GMO FREE-RANGE ROASTING CHICKENS**  
\$2.69/lb (5-6 lb avg.)

**MAZZEO'S OWN TURKEY BURGERS**  
Spinach & Feta or Basil & Black Pepper  
(made with fresh Plainville free range natural skinless thighs)  
\$5.99/lb

**PLAINVILLE GROUND TURKEY**  
\$3.49/lb  
When you buy 5 pounds or more!

**All about Plainville Farms:** Raised by dedicated family farmers, their turkey products are known for their wholesome flavor and for the way they warm up a table. With roots dating back almost two hundred years, family farming has taught them to raise flocks ethically and transparently. Unlike many conventional farms, they never ever administer antibiotics. Instead, their practices promote health and well-being to prevent their flocks from getting sick. They only feed their flocks a high-quality, fortified diet of vegetarian grains in a stress-free environment in accordance with the highest standards.

### SEAFOOD

#### ØRA KING SALMON IS BACK!

New Zealand King Salmon's Øra King is the very best salmon you can buy. The naturally high oil content in Øra King can be seen in the striking marbled fat lines within the bright orange flesh, instantly drawing comparison to Wagyu Beef.

We are so excited to welcome this amazing product back to our case for the fall.

SEPTEMBER 1 – 30, 2021



Store summer in your pantry with Le Parfait Canning Jars.

**TAKE 15% OFF**  
any 6 or more Le Parfait jars

- Stainless steel wire clamp, airtight natural rubber seals, rounded body
- Perfect for preserving/canning, pantry storage, fermenting, soups
- Simple to clean
- Wide mouth openings makes for easy use
- Sturdy metal closure
- Gorgeous design



## HEADING BACK TO SCHOOL? BOOST YOUR IMMUNITY!



Over the past year, we've been teaming up with The Berkshire Eagle to share stories around health and wellness at Guido's. This month, we're sharing an excerpt of our latest story from local writer **Hannah Van Sickle**. The full story was originally published in August. Look for it on [Berkshireeagle.com](http://Berkshireeagle.com)

With back-to-school (and work!) just around the corner, put the waning days of summer to use boosting your body's natural immunity.

Enter Bonnie Bell and Lisa Zeleny, the dynamic duo behind all things wellness related at Guido's Fresh Marketplace ( who manage the Great Barrington and Pittsfield wellness departments respectively). Here, they team up to talk about immune-boosting strategies that – begun now, in the form of diet, supplements and superfoods – will pack a powerful punch once the snow flies.

"For parents, it's important to begin these routines before school starts, so you get some sort of immunity built in for you and your family prior to exposure," Bell, who worked for years in a kindergarten classroom, recommends.

**VITAMIN C:** Also known as ascorbic acid, Vitamin C is an antioxidant that helps the body repair damage from free radicals and is necessary for the growth and repair of all body tissue. Zeleny points customers toward buffered Vitamin C which tends to be a bit more gentle on the digestive tract, especially in high doses.

**VITAMIN D:** When building immunity, Vitamin D is key. It's considered one of the body's earliest defenders and, especially in the northeast where sun exposure is not enough, supplementation to the tune of 1,000-4,000 IU per day is suggested (depending on your baseline).

**ELDERBERRY:** Elderberry, most commonly found in the form of syrup, helps battle destructive bacteria. It has been scientifically proven to lessen cold and flu symptoms by as much as 3-5 days when used regularly before the onset of symptoms.

When in doubt, remember to eat the rainbow. "Food is medicine," says Bell, who recommends eating a variety of fresh fruits and vegetables every day. "Aim for every color of the rainbow – heavy on the greens – every day," she says, adding that favorites like broccoli and strawberries can provide the recommended daily amount of Vitamin C – no supplement needed.



Photo Credit: Caroline Bonnavier for The Berkshire Eagle

## WINE DEPARTMENT VINE & DINE SELECTION

**Tilia Malbec from Mendoza, Argentina**  
\$11.99, you save \$2 per bottle



TILIA illustrates the journey toward sustainable viticulture in Argentina through its label, with the hope to inspire wine drinkers and producers all over the world. TILIA is also the first Argentine wine to carry the Bodegas de Argentina Certified Sustainable Seal on its label. TILIA wines possess true varietal character and flavor complexity.

This Malbec has a bright red color with intense violet hues. Fresh notes of violets and rich plum marmalade laced with chocolate and vanilla oak flavors. Pair with a meat dish that mirrors its tangy berry flavors like cranberry pot roast or roast duck with sour cherry sauce.



**All Plant Perks Spreads are \$5.49 in September.**

This woman-owned company is all about the CHEEZE. Plant Perks vegan cheeze spreads start with a base of organic, silky, cashew cream and MCT oil (a big metabolism booster). Then they add flavors like dill, garlic, and herbs, creating a fermented spread that tastes just like cheese--but better.

