



JANUARY



Welcome to our annual citrus issue.

It's a lucky alignment that the new year, the deep winter, and the peak of the citrus season all hit us at the same time. We're coming into 2022 with a big reach towards the light, and even when the days are dark and cold, a great Cara Cara orange is a perfect stand-in for the sun itself. It's almost as if the sun gifted a little bit its light into each fruit as it grew on the tree. Then that sunlight, with all its bright sweetness and immune-boosting power, is released when we break open the peel. How do you take your sunlight? Big and tangy sweet in a ruby grapefruit? Rich and luscious in a burgundy blood orange? Whichever one you pick, grab it at its peak, let the juice run down your chin, and enjoy every bit of it. We'll be sure to have the best for you to choose from the whole season long.

Read on for the best of January in our stores!



STAFF PROFILE

Diane Prusha

Front End Team Member, Great Barrington

Although Diane has only recently joined the Guido's team, she's been a warm and familiar face in the Berkshires for a long time. You probably know Diane from her more than three decades as a teacher at the Rudolf Steiner School, her acting roles on local stages, or as a faculty artist at CATA (Community Access to the Arts). We're thrilled to have her with us at Guido's, and she has the particular distinction of GB Round Up Champion several months in a row. When Diane asks customers if they'd like to round up at check out, they can't help but say yes!

Diane, thanks so much for all your amazing work, both here and in the community. We're so grateful to have you in the Guido's family!

LEMON CURD

Makes about 3 cups

INGREDIENTS

- 1 ¾ cup lemon juice, from 4 to 5 room temperature lemons
- Grated zest of 4 lemons
- 1 stick unsalted butter, cut into large pieces
- 1 ¼ cups sugar
- 5 large eggs, beaten

1. Combine the lemon juice, zest, butter, and sugar in the bowl of a double boiler over medium-low heat and stir just until the butter melts.
2. Add the eggs to the bowl, pouring them through a fine-meshed sieve. Whisk to combine, and rinse out your sieve for the next step.
3. Stir, scraping down the sides of the bowl, until the mixture thickens and gets creamy, 5 to 8 minutes. Pour through your sieve into a jar. Store in the refrigerator for 2 to 3 weeks.



Round up at checkout to support Berkshire Grown's Share the Bounty!

Share the Bounty is a win-win scenario because it supports the community in two ways: Berkshire Grown purchases CSA shares from farms in the winter months, tiding them over with funds to help purchase seeds and supplies prior to market season. During the harvest season these farmers provide fresh, locally-grown food to low-income community members experiencing food insecurity. With increased support from the community, Berkshire Grown has expanded the program. They match farms with food pantries, community kitchens, and participating WIC families for weekly shares of fresh produce, meat, cheese, and eggs during the harvest season.

One Berkshire farmer says it best: "Food access is a complicated beast, and as a farmer it's not always easy to navigate how we can make an impact. Berkshire Grown's Share the Bounty program keeps farmers in business as well as chipping away at local barriers to food access. We are honored to be a part of this program."

Grocery Great 8 for January

There are over 300 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!



Coco Goods
ORGANIC COCONUT WATER
all 16.9 oz varieties
\$1.99



Blackbird
FROZEN VEGAN PIZZAS
all 14 oz varieties
\$7.99



Biena
CHICKPEA SNACKS
all 5 oz varieties
\$3.99



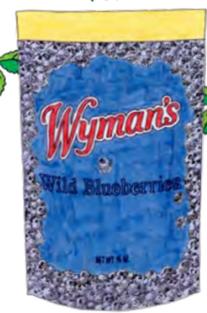
Bebé
PRESERVES
all 13 oz varieties
2 for \$7



Muir Glen
ORGANIC CANNED TOMATOES
all 14.5 oz varieties
10 for \$10



Zack's Mighty
ORGANIC TORTILLA CHIPS
all varieties
2 for \$7



Wyman's
FROZEN BERRIES
all 12-15 oz varieties
2 for \$7

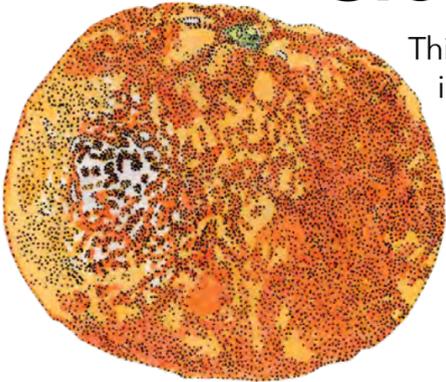


Justin's
ALMOND BUTTER
all 16 oz jars
\$8.99

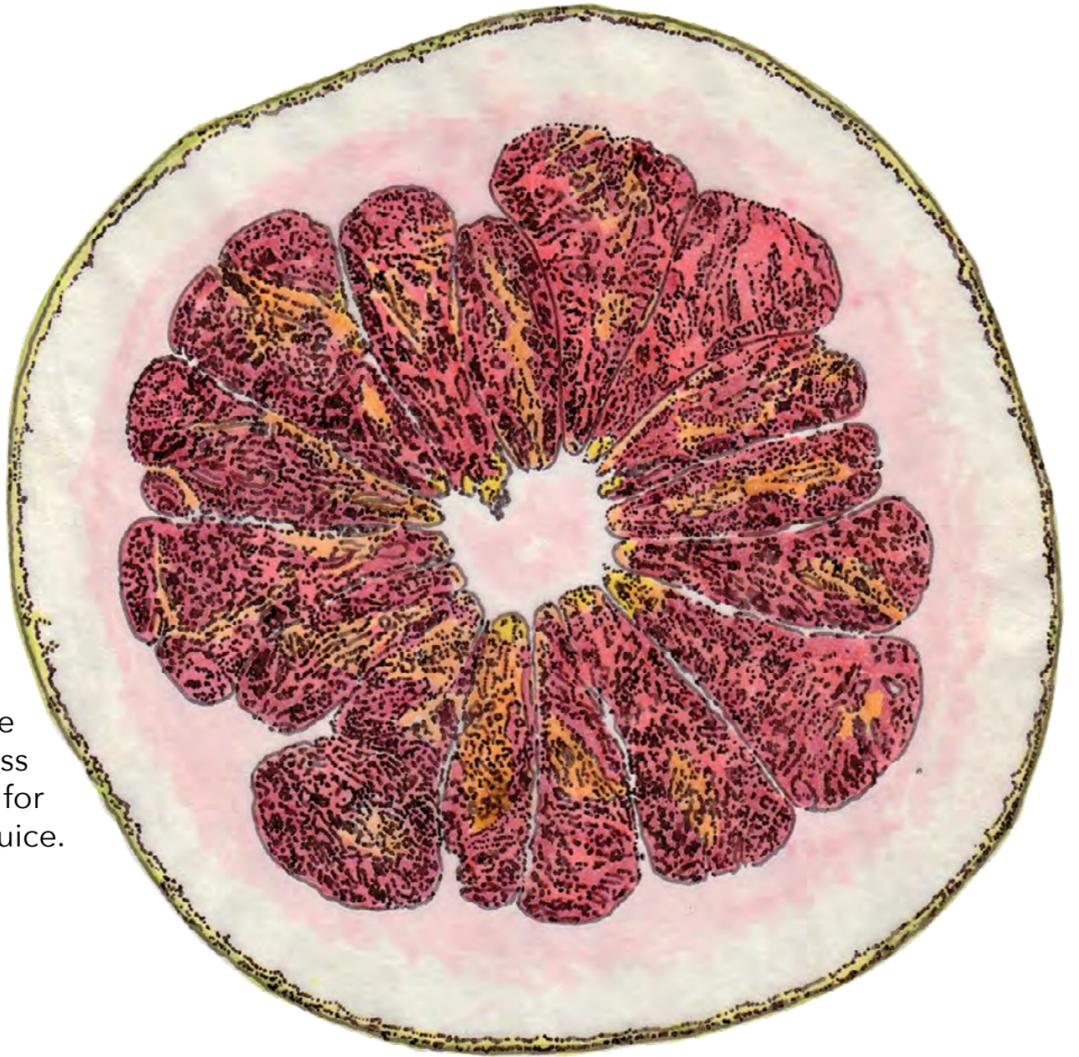
GUIDE TO CITRUS

The new year begins right in the heart of citrus season, and each fresh delivery brings a gem of sunshine we can't wait to devour. Here's a handy guide to all of our favorite citrus you'll find in our stores over the course of the from late fall to early spring. Looking for the best fruit RIGHT NOW? Ask a staff member for their current favorite!

Clementine

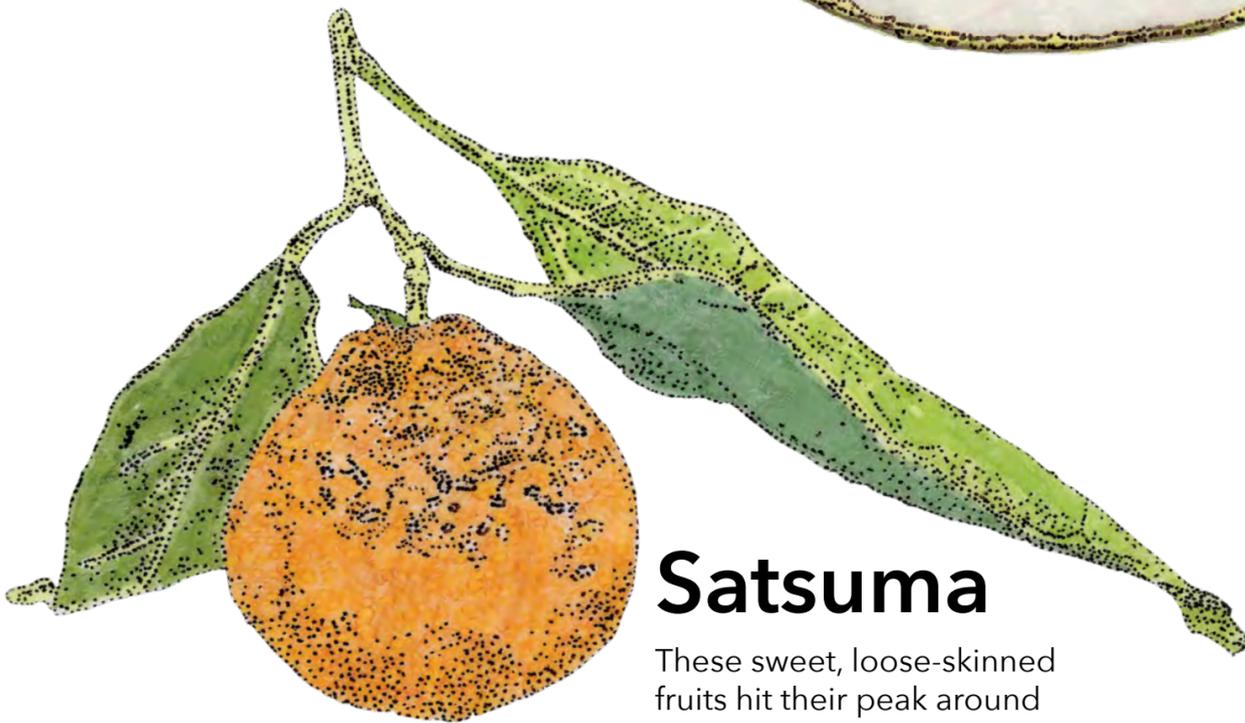


This mandarin/sweet orange hybrid is a lunchbox favorite. Easy to peel, seedless, and available throughout the season.



Pummelo

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.

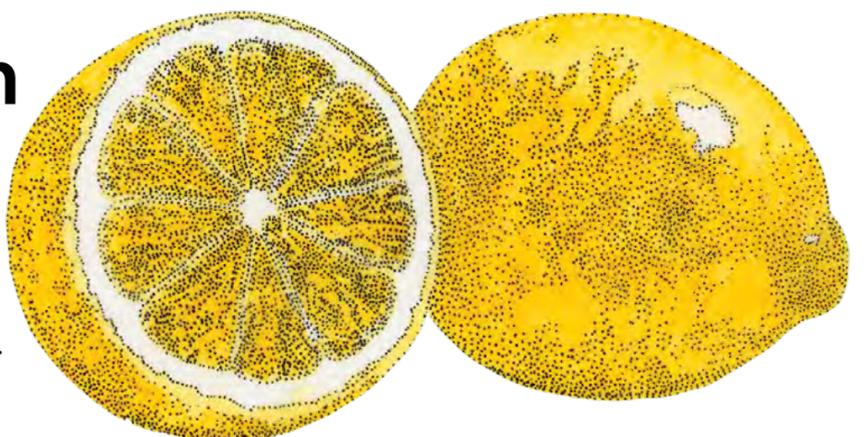


Satsuma

These sweet, loose-skinned fruits hit their peak around the winter holidays. A major customer favorite!

Meyer Lemon

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.



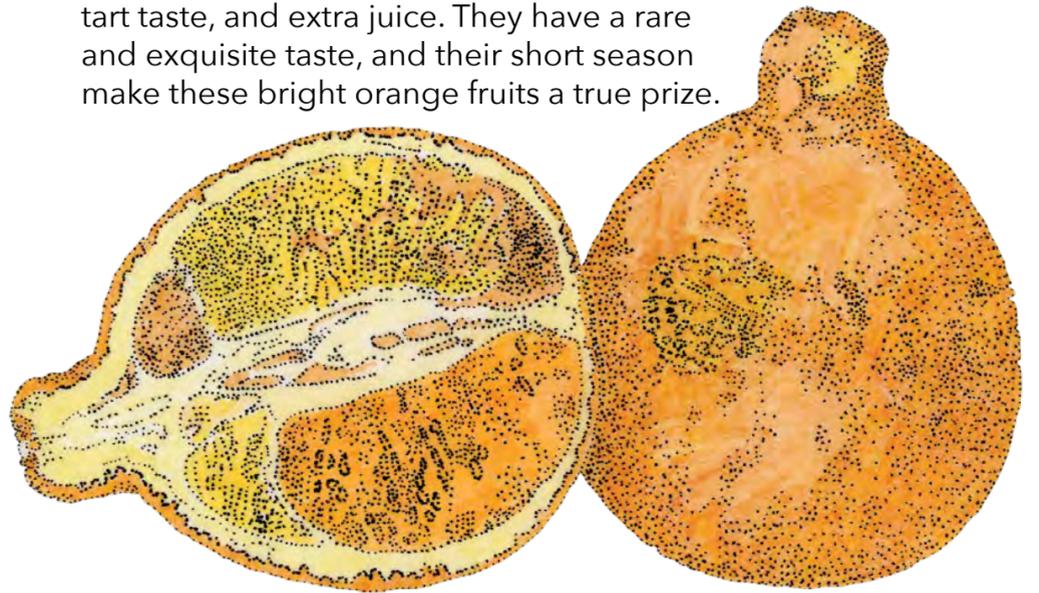


Tangerine

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.

Minneola Tangelo (aka Honeybell)

You can identify these juicy fruits by their "nipple," tart taste, and extra juice. They have a rare and exquisite taste, and their short season make these bright orange fruits a true prize.



Kumquat

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

Cara Cara Orange

The arrival of this red-fleshed navel orange is always cause for celebration in our stores. A good Cara Cara is an ideal orange: sweet, juicy, and a great choice for everything from snacking to marmalade.



Grapefruit

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



Blood Orange

These red and rich purple fruits are as much a feast for the eyes as the taste buds. 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.



NATURAL, FREE RANGE
CHICKEN THIGHS

\$2.99/lb

BONELESS NY STRIP

(steaks or roasts, whole
11 lb avg cut to order)

\$9.99/lb

"OSSO BUCO"
FROZEN PORK SHANKS

\$5.99/lb

January 1-31, 2022

Looking for a great lunch?

Stop at our sushi counter to see what our chefs are rolling, or check out the full menu online at Guidosfreshmarketplace.com.



All about St. John's Wort

Looking to bring the light in and pick up your mood in the deep winter?



Talk to our wellness team about St. John's Wort!

This mood-boosting herb has been used by herbalists for centuries to:

- COMBAT DEPRESSION
- FIGHT OFF VIRUSES
- PROVIDE RELIEF FROM ANXIETY
- EASE JOINT PAIN
- BOOST IMMUNITY
- TREAT BURNS

St. John's wort is powerful stuff and can interact with some prescription medications in negative ways. Talk to your doctor before starting any herbal regimen.



SHARP SAVINGS FOR THE NEW YEAR

Buy any in-stock knife above \$30, get 20% off a knife sharpener from **Wusthof** (reg \$39.99) or **Rota** (reg \$19.99).

Knife lines include Wusthof Classic and Gourmet, Lamson Fire, Victorinox Fibrox, and Cutlery Pro.

Cannot combine with other discounts. While supplies last. Prior sales excluded.



RENOVATION UPDATE

Dear Guido's Customers,

2021 held lots of change for our GB store with the building of a new exterior that will double the interior space of the store. With the turn of the new year, we'll embark on the first major step of the interior: **the transition of our prepared foods, deli, cheese department, and bakery from The Marketplace Specialty Foods to Guido's.**

We have had a wonderful partnership with The Marketplace Specialty Foods, and we're excited for their growth in the community as they open a new location on Stockbridge Road in Great Barrington. Over the last year, we have been carefully planning the transition, and we will do our best to minimize the time that certain products may not be available. We've hired a new pastry chef and deli manager, and they, along with the executive chef we'll be hiring in the new year, will work together to create the new food program for the GB store. We're excited about these new developments, and we thank you for your patience as we roll them out in the coming months. **Here is a rough timeline of what to expect in 2022:**

December 31: This will be the last day you will be able to buy Marketplace items in the store.

January 2-9: The Marketplace Specialty Foods team will be clearing out their space in the Great Barrington store. During this time, we anticipate having a limited quantity of bread, cheese, and coffee available for purchase.

January 10: We will continue to expand our offerings as space and the construction allows, with a limited selection of bread, cheese, coffee, olives, and limited prepared food options created in our Pittsfield kitchen.

Spring/Summer 2022: As we continue to renovate the interior of the store, look for our new bakery; cheese department; full kitchen with hot bar, salad bar, and burrito bar; and full café.

If you have any questions along the way, please ask a Guido's staff member! We're very happy to help you find your favorite product on a new shelf, or to introduce you to a new favorite.

Thank you, always, for your patience and support as we build a bigger and better Guido's.

With Gratitude,

Chris Matt



WINE DEPARTMENT VINE & DINE SELECTION

Chateau Pesquie Les Terrasses Rouge Ventoux, France

\$14.99 You save \$3.00

For three generations, the Chaudiere family have utilized an organic viticulture without weed control, chemical fertilizer, or synthetic products, and all harvesting is done by hand. These steps ensure that only the best grapes reach the cellar. Final blends are carefully made to capture the essence of each cuvée.

Les Terrasses Rouge benefits from being sourced from vineyards scattered around the foothills of Mont Ventoux. The limestone-rich soils, where Syrah (40%) and Grenache (60%) grow particularly well, make for a bright, lively wine with enticing, fresh cherry flavors and aromas of garrigue - thyme and rosemary, with a peppery finish.

We're featuring an old favorite here in the café this month:

PINA-KALE-A-TA

is a sweet and island-inspired mix of kale, pineapple, mango, blueberries, house-made coconut milk, and pineapple juice.

\$5.95 - YOU SAVE \$1

ONLY IN PITTSFIELD

