

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



What's the first thing you think of when you imagine March in the Berkshires? Frozen mud? Tax stress? The winter that just won't end?

We hear you. There's a certain pride in getting through the Berkshire Wing (that's Winter+Spring, for the uninitiated), but even the hardiest of us need a little help to get through this particularly long month. And so, at Guido's, we're thinking about all the things we love about March: the smell when the ground starts to thaw, the first crocuses, the seeds started in paper cups on the windowsill for the summer garden, the artichokes as big as your head! There are the sweet greens and brassicas our bodies crave this time of year, the tulips standing guard in their bright bunches inside the stores, mornings when all we need is a sweater, and most of all the hope of all the warmth to come. The hope really is the best part, isn't it?

Need a little March inspiration? We've got plenty of it right here.

Read on for the best of March in our stores!

STAFF PROFILE



Abijah Levi

Pittsfield Front-End Team Member

What's Abijah Levi's favorite thing about working at Guido's? "The people! I love my coworkers and the customers—it's definitely the best part." The lifelong Lanesborough resident had been coming into Guido's to shop all through her childhood before she started working in the Pittsfield store almost three years ago.

Abijah is known in the stores for her friendliness at the registers, her ability to always get a customer to Round Up at checkout, and her excellent fashion sense. She's currently studying to become a doula, where the kindness and patience that makes her such a favorite with customers will be put to great use.

#artfeedsus



We're excited about MASS MoCA's Member Appreciation Month!

This month, MASS MoCA members get:

- 10% off your purchases at Guido's*
- 20% off at The MASS MoCA Store from 3/1-3/15
- Weekly museum swag raffles for all members who visit MASS MoCA
- Special member events and openings

Not a MASS MoCA member yet?

Or have you been meaning to renew? Join in March and get 14 months for the price of 12! You'll also get a few sweet Guido's coupons in your fulfillment package.

For more details, head to massmoca.org/member-appreciation

*You must present your membership card at checkout. Cannot be combined with senior discount or any other offer. Certain restrictions apply. See instore for details.

SIMPLE ROASTED BROCCOLI

Serves 4

2 to 3 heads of broccoli, cut into large, bite-sized pieces
2 tablespoons extra-virgin olive oil
1/4 teaspoon salt, plus additional as needed
1/8 teaspoon chili flakes
Juice from 1/4 lemon
Freshly ground black pepper

1. Preheat the oven to 425°F.
2. Combine the broccoli, olive oil, salt, and chili flakes in a medium bowl, and stir well to coat the broccoli. Transfer the broccoli to a rimmed baking sheet and arrange in as close as a single layer as possible. Roast until the broccoli is crispy and blackened at its edges, 20 to 25 minutes.
3. Remove the tray from the oven. Squeeze the lemon juice over the broccoli, and top with pepper. Taste, and add more salt if you like.

CELEBRATE WORLD DOWN SYNDROME DAY WITH JOHNATHAN

We're celebrating 12 years with Johnathan Jenkins this year!

Johnathan loves working for Guido's and we love having him on the team. Here are a few things you might not know about Johnathan:

- His favorite things are his "work wife" Jaime; his new BFF Natalie; and his favorite bands Three Doors Down, Duran Duran, Matchbox 20, Nickelback, and of course, Bon Jovi.
- Johnathan worked at Sears and Price Chopper before coming to work at Guido's.
- Johnathan was hired on Halloween, and continues to rock every Halloween with the best costumes.

Thank you, Johnathan, for all your hard work, and for all the joy you spread throughout the store!



How to celebrate World Down Syndrome Day?

On March 21, please join us to help create a single, global voice advocating for the rights, inclusion, and well being of people with Down Syndrome.

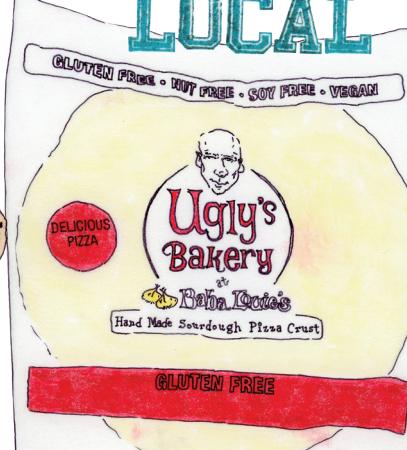
Rock your socks! Socks are shaped a bit like chromosomes, and that's how the "Rock your Socks" initiative was born. Wear mismatched socks, wear your craziest socks, or pin extra socks to your clothes! Use them as a conversation starter to tell people about WDSD.

GROCERY GREAT 8 for March

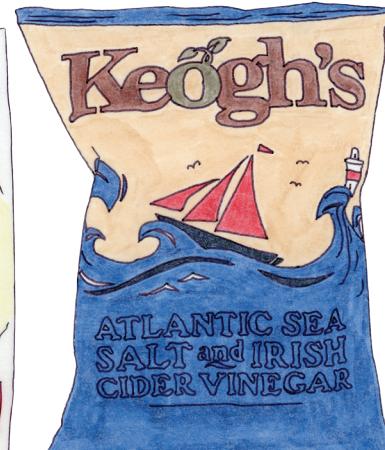
There are over **300** products on sale in our stores in March, and each month we choose our favorites.



EVERYTHING BAGEL CASHEWS
bulk
\$10.99/lb



Ugly's Gluten Free Bakery GLUTEN FREE PIZZA CRUST
10 oz frozen
\$5.99



Keogh's POTATO CRISPS
all 4.4 oz varieties
2 for \$5



San Remo ORGANIC OLIVE OIL
750 ml
\$12.99



Freak Flag ORGANIC MAC & CHEESE
all 6 oz varieties
2 for \$5



San Remo EGG FETTUCCINE
MADE WITH FARM FRESH FREE RANGE EGGS
...Italian eat...
NET WT. 10 OZ (283g)



High Lawn Farm 1/2 GALLON MILK
all varieties
\$2.99



Don't forget to look for the **BEET** all month long!

A BIGGER & MORE

Come on over to our Great Barrington location to check out the project in real time, due for final completion later this year. Here is a taste of what to expect!

FROM GUIDO'S BAKERY:

Sweets, breads, and pastries galore, all made by our in-house bakers

FROM LA GROTTA:

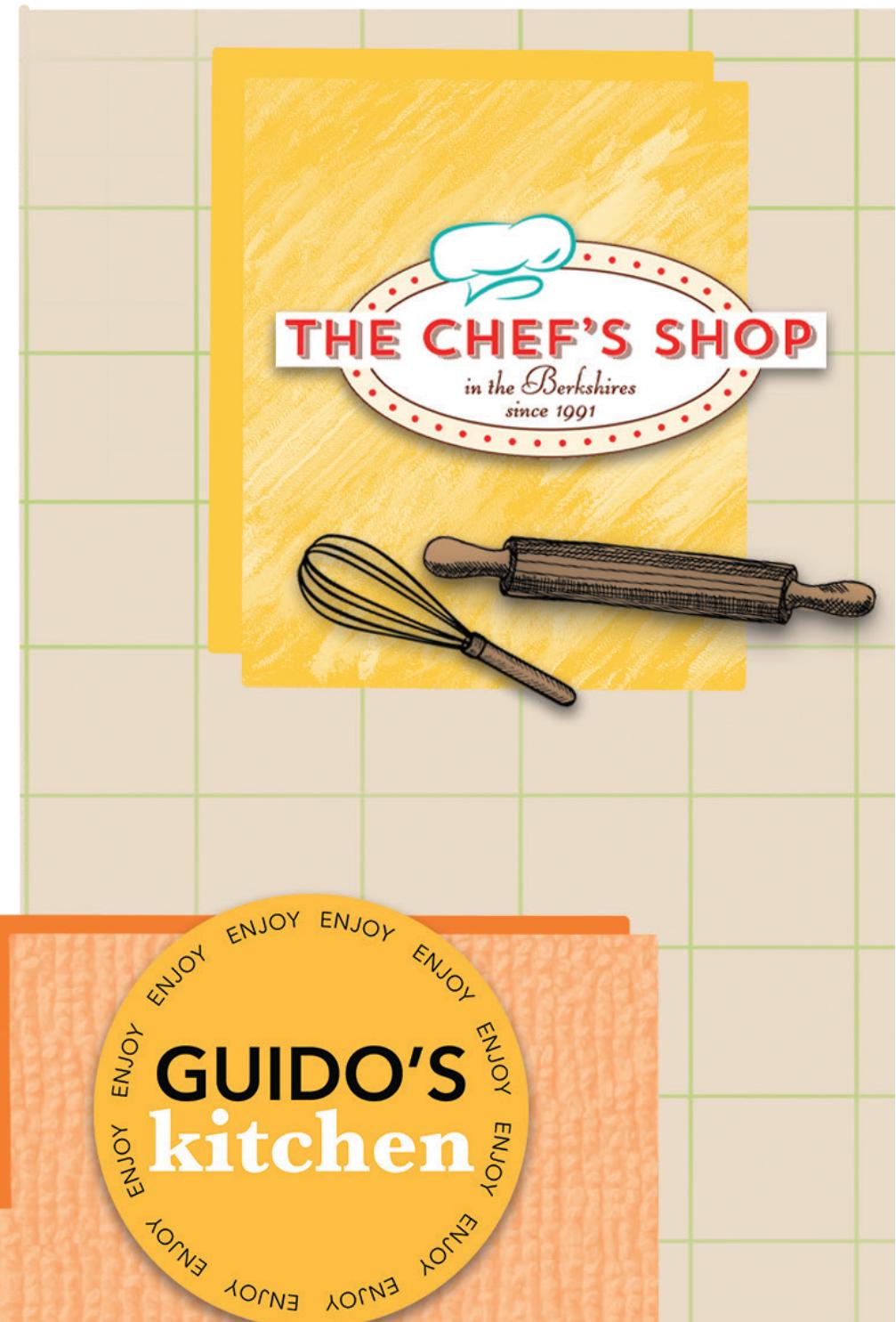
Our favorite local and imported cheeses, olives, and fresh mozzarella made daily

FROM GUIDO'S KITCHEN:

Hot bar, salad bar, burrito bar, and a full line up of sandwiches and prepared food

FROM CAFÉ RENA:

Smoothies, juices, hot drinks, and plenty of indoor & outdoor seating



hot bar, salad bar, pizza
oven, and burrito station

GUIDO'S KITCHEN AND DELI

all-gender
restrooms

Café
Rena
GUIDO'S

café & smoothie bar
with lots of seating



BOUNTIFUL GUIDO'S





ROOTS RISING

Round up at the register this March and April to support Roots Rising!

Roots Rising is a Pittsfield-based non-profit that empowers youth and builds community through food and farming. Roots Rising hires Pittsfield teens to work in Crews on farms, in food pantries, and at their teen-run Pittsfield Farmers Market. The meaningful work is transformational, and leaves youth feeling purposeful, capable, and connected.

In 2021, Roots Rising supporters facilitated:

- \$150,000 in sales generated by local farmers at the Pittsfield Farmers Market
- Food Justice programs which increased access to nutritious foods and matched \$14,000 in nutrition assistance benefits
- 40 Pittsfield youth provided with meaningful work
- 283 Youth Crew program hours dedicated to supporting local farmers and food pantries

Round up during March and April to support our vibrant local food systems. Learn more at RootsRising.org

MARCH Mazzeo's SPECIALS

SPRINGER MOUNTAIN FARMS ALL-NATURAL ROASTERS \$2.69/lb (5 – 7 lb roasters)

Springer Mountain Farms is a family-owned business nestled in the hills of the Blue Ridge Mountains with 25 years of experience in raising chickens. They are dedicated to providing their chickens with a quality life and healthy diet that results in a healthier, more delicious chicken for you and your family to enjoy.

PRIME BEEF IS BACK!

BONELESS NY STRIP, CUT TO ORDER
Also great as a roast (11 lb average, feeds 9-12)
\$11.99/lb

DON'T FORGET YOUR ST. PATRICK'S DAY BRISKET!

We have the best brisket from The Boston Brisket company, which was founded in 1982 with a single processing plant in the heart of Boston with a recipe to cure corned beef handed down three generations. Boston Brisket quickly became known as the finest corned beef in the area. The popular Red corned beef became the St. Patrick's Day choice of much of New England.

March 1-31, 2022



OUR FAVORITE THINGS: OPINEL CUTLERY



Opinel has been manufacturing cutlery in their factory in Chambery, in the Savoie region of the French Alps, since 1890. The natural finished and painted wooden handles are sourced from sustainably managed French forests. The alloy of stainless and carbon steels require no special maintenance and hold their edge very well while also enabling resharpenering. The beautiful and classic designs are virtually unchanged since the originals were introduced in the 1890's.

GUIDO'S FAVORITE
CHEESES &
PROVISIONS
from near and far

la grotta

Travel through the mountains of Europe with our favorite cheeses this month!

FROM FRANCE

Bethmale - \$23.99/lb, save \$3/lb

FROM SWITZERLAND

Emmentaler Alt \$18.99/lb, you save \$3/lb

FROM ITALY

Fontina Val d'Aosta - \$12.99/lb, save \$3/lb
Fontal - \$7.99/lb, save \$2/lb
Toma di Lanzo - \$16.99/lb, save \$3/lb

Get to know SKULLCAP

What's getting you down? The lingering winter? All that mud? Skullcap (*Scutellaria lateriflora*), a member of the lamiaceae (aka mint) family, may be of help. Whether through tincture, tea, or combined in a formula, Skullcap can be used for sleeplessness without grogginess, and can help to bring resilience in dealing with both everyday stresses and larger stressful moments.



Skullcap can be great for headaches with a special affinity for headaches derived from tension and stiffness in the neck. It's good for generalized achiness, muscle tension, and that "stiffened up" feeling, perhaps from too much computer work or texting.

Need some support through sensory overload issues? Skullcap can help bring on a gentle mood shift away from depression, a quieting of the mind, and a clarity of thought to get some work done.



WINE DEPARTMENT VINE & DINE SELECTIONS

\$12.99 PER BOTTLE, SAVE \$3

FRANCIS COPPOLA DIAMOND CHARDONNAY



The Diamond Chardonnay is a well-balanced wine, with supple creaminess that beautifully accentuates the wine's body and depth. Shows enticing aromas of caramel and creme brulee, with flavors of apple, peach & vanilla. Pairs well with grilled chicken paillard or fish tacos.

FRANCIS COPPOLA DIAMOND ZINFANDEL

Spicy and bold, Diamond Zinfandel is rich with ripe red fruit flavors, medium body, and a lingering finish. Notes of plum, vanilla and baking spices compliment flavors of cherry and strawberry on the palate. Pairs well with turkey burgers or pork chops.

NEW PRODUCT ALERT!



We are over the moon to announce that you can now find the famous **RANCHO GORDO BEANS** on our shelves!

What makes these beans so special?

- This small California company has fueled a heirloom bean revival, inspiring food lovers all over the country to create beautiful meals around their beans.
- Many of the beans are a product of a partnership with the Mexican company Xoxoc, which helps Mexican farmers continue to grow the heirloom varieties they've grown for generations.
- Rancho Gordo Beans are unparalleled in their creaminess, flavor, and texture. We think they are the highest quality bean you will find anywhere. Even if you're not a bean fan, we encourage you to give them a try. Many would say that you haven't truly tried a bean until you've had a Rancho Gordo bean!

GUIDO'S KITCHEN JUICY DEALS

FROM THE BAKERY

Italian Bread - \$3.99, save \$1

FROM THE DELI

Italian Herb Ham - \$12.99/lb, save \$3/lb

Farmers and Cooks Turkey Breast - \$12.99/lb, save \$2/lb

Monterey Jack Cheese - \$6.99/lb, save \$1/lb

Be sure to check out our Culatta Emilia, the sweetest cured ham, imported directly from Italy - \$24.99/lb

FROM THE KITCHEN

This month, we're highlighting our own

Chicken Pot Pie and Vegetable Pot Pie!

Grab one from the freezer and take it home for the coziest, easiest dinner.

Made from scratch right here in the Guido's Kitchen.

Deli and bakery specials only available in Pittsfield



LOCATED ALONG ROUTE 7 - PITTSFIELD AND GREAT BARRINGTON MASSACHUSETTS