

OCTOBER

The dark nights of October always seem to come as a surprise.

There's that first evening when you come out of work late or walk the dog after dinner and the night is black around you, a tunnel of darkness to shuttle you to the next moment of light. Whereas just a few weeks ago the outside beckoned us, it's now the inside that calls, the light in the windows drawing us in, the smell of a soup bubbling away on the stove. After the heat and bustle of the summer, fall food can be so exciting. It's like your favorite sweater that you happily stored away in June, knowing you'd be thrilled to see it when the time came. We're ready for baked apples and roasted squash, for the cozy foods of fall, and for the warmth and comfort that comes as the nights grow darker and we move towards the light.

Read on for the best of October in our stores!



STAFF PROFILE
Jaime Weyers
Front End Manager, Pittsfield

Say hi to Jaime Weyers! She's coming up on her 10 year anniversary with Guido's, and you'll currently find her leading the team at the registers in the Pittsfield store. What's her favorite part of working at Guido's? "My team! And all the great customers I get to talk with every day."

When she's not in the store, you'll likely find her outside-hiking, kayaking, and snowshoeing in the winter. She's also a big fan of live music, and loves to get together with loved ones to seek out music in the Berkshires.

Thank you, Jaime! We're so grateful that you're part of the Guido's family.

OCTOBER RECIPE: Apple Puffy Pancake

Make the most of local apples with this special breakfast. Serve with maple syrup, or heat apple cider on the stove and let it reduce to a thin syrup to pour over each slice. *Recipe from Marketing and Communications Director Alana Chernila.*

Serves 6

For the batter:

- 6 eggs
- 1½ cups milk
- 2 tablespoons butter, melted, plus additional for greasing the pan
- ½ teaspoon sugar
- 2 teaspoons vanilla extract
- 1½ cups all-purpose flour
- 1 teaspoon cinnamon
- ½ teaspoon salt

For the fruit topping:

- 2 tablespoons butter
- 4 to 6 firm apples (Honeycrisp, Macoun, Cortland, or Granny Smith)
- 2 tablespoons packed light brown sugar
- 1 teaspoon cinnamon
- ¼ teaspoon nutmeg

1. Preheat the oven to 425°F. Combine the batter ingredients in order in a blender. Blend for 10 seconds, and



then let the mixture rest for 10 minutes while you cook the apples.

2. Melt the butter (for the fruit topping) in a 12-inch cast iron skillet or other oven-proof frying pan. Add the apple slices, cinnamon, brown sugar and nutmeg. Cook over medium heat, stirring often, until the apples soften, about 3 minutes. Remove the pan from heat.
3. Use a paper towel to grease the sides of the pan with additional butter. (The pan will be hot, so be careful.) Pour the batter into the skillet over the apples. Bake for about 30 minutes without opening the oven. When the pancake is puffed, golden, and solid in the center, it's ready. Serve in hot, steaming wedges topped with maple syrup or reduced cider.

New Look, Same Amazing Pasta



Guido's Pasta, made in partnership with Pasta Cuomo in Gragnano, Italy, has a fresh new look! Think all dried pasta is the same? This one is a cut above the others. The flavor, the texture- it's the best dried pasta we've tried. We traveled to Italy and made pasta together with the Cuomo family, and we're so grateful to be able to carry their pasta on our shelves.

GROCERY GREAT 8 for October

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



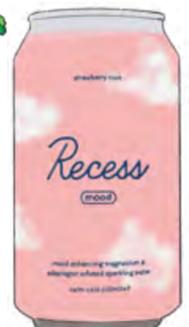
Uglier's
POTATO CHIPS
all varieties
\$2.99



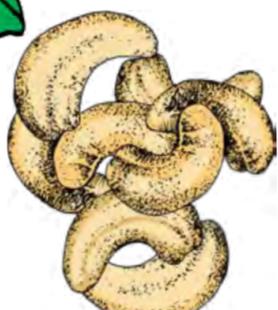
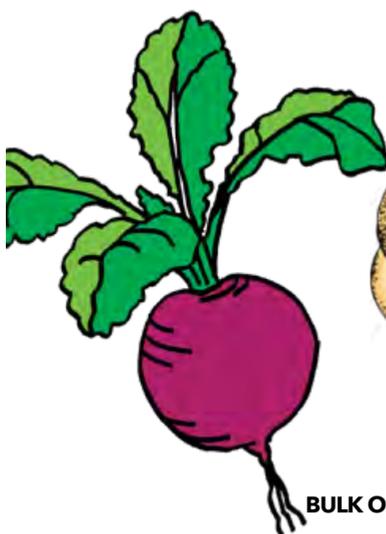
SMT
CANNED TOMATOES
select 28 oz varieties
\$2.99



San Remo
PASTA
all varieties
\$3.99



Recess
ADAPTOGENIC SPARKLING WATER
all varieties
2 for \$6



Tierra Farm
BULK ORGANIC FLAVORED CASHEWS
select varieties
\$12.99/lb



Zoe
OLIVE OIL
1 liter variety only
\$12.99



Gammelgården
SKYR
all 7 oz varieties
2 for \$7



Mazzeo's
MARINARA SAUCE
25 ounce jar
\$7.99

GUIDE TO

APPLES

JAZZ



This cross between a Gala and a Braeburn has bright red skin and crisp, dense flesh, perfect for slicing. Originally created in New Zealand, the Jazz is now grown throughout the world.

CORTLAND



Slightly tart, with lots of juice and bright white flesh with a pleasant snap that can soften over time. The skin on this larger apple is bright red, with dark red streaks and a green blush. Ideal for cake and pie. Also has flesh that's slow to brown, so is a good choice for salads.



SNAPDRAGON

A newer apple with an extra sweet, spicy flavor, a monster crunch, and enough juice to require a napkin in the lunchbox. Look for undertones of vanilla, melon, and spice. Best for eating fresh.

MUTSU



Extra large with pale green skin, Mutsus are superb with cheese. They're also one of our favorite choices for pie, as they hold up to baking and infuse desserts with a deeply sweet flavor.

GRANNY SMITH



These bright green apples hold their shape through baking, so they're a perfect pick for pie and cake. Their tart flavor and crisp flesh also make them ideal for our hand-dipped caramel apples!

GALA



A sweet, crisp apple with a floral aroma and a hint of vanilla. Firm and crunchy with a slight yellow to cream hue. Perfect for lunchboxes due to its smaller size! It's also our favorite pick for sauce.

MACOUN

Extra-sweet, aromatic, and juicy, with snow-white, tender flesh that has a tinge of berry in its flavor. The skin can often have a purplish hue. A perfect snacking apple to eat fresh, but also keeps its shape when cooking. An excellent choice for pie or Tarte Tatin.



EMPIRE

An apple with a perfect balance of sweet and tart. Juicy and crisp, with a creamy flesh with hints of pineapple and elderflower. Perfect for salads, snacking, and sauce. Empires don't store well, so are best eaten fresh.

McINTOSH

Also known as "Macs". A dark red or crimson apple with bright, white flesh that can bruise easily. Crispy, tangy, and perfect for salads. They don't hold their shape when baked, so they're perfect for sauce. Macs grow best in cool areas where nights are cold and autumn days are clear.



HONEYCRISP

One of our favorite all-around apples! Honeycrisps were bred for taste and have a deep sweetness, a crisp texture, and lots of juice. They are well-suited for both fresh and cooked preparation, and store well in cool, dry conditions.

SAVE! OCTOBER
Mazzeo's
SPECIALS

PORK TENDERLOIN CUTLETS
 (perfect for schnitzel)
\$7.99/lb

APPLE HONEY ALMOND CHICKEN BREAST
\$7.99/lb

MEATLOAF MIX
 (50% beef, 25% pork, 25% veal)
\$4.99/lb

BULK DEAL:
86% LEAN GROUND SIRLOIN
 (when you buy 5 lbs or more)
\$3.99/lb

PREMIUM SUSHI-GRADE SALMON FILLET
\$18.99/lb

Born of the North Atlantic, Faroe Island salmon is fed a wholesome diet that is carefully harvested from their natural environment surrounding the Faroe Islands. Running cold and clean, the pristine waters around the Faroe Islands are the ideal environment to create an impeccably pure salmon. With the producer's attention to detail, no finer salmon can be found in the salmon farming industry.

October 1-31, 2022

BELLA FLORA

NOW AT BELLA FLORA: Grab your Guido's Gear!

Pick up a cozy Guido's sweatshirt for fall so you can show your Guido's pride everywhere you go!



GUIDO'S bakery

OCTOBER JUICY DEAL

Have you heard the buzz about our Great Barrington Bakery's house-made sourdough breads? The **PEASANT BOULE** is pleasantly sour, with a light and crispy crust. It's perfect for sandwiches, toast, or dipping in olive oil.

\$7.99, save \$2

ONLY IN GB

THE DELI IS NOW OPEN IN GB!

Come in for freshly sliced meat and cheese. More coming soon!

It's autumn in Guido's Kitchen and we have your weeknight dinner favorites ready to go. How about our sweet and cozy **butternut squash soup** and a **frozen veggie or chicken pot pie**? And for dessert? Our **house-made cider donuts** are BACK! Made fresh every day, with the perfect amount of sweetness.

GUIDO'S kitchen



Café Rena

Put on your autumn sweater and take a walk through the leaves with our

AUTUMN EQUINOX SMOOTHIE

With mulled apple cider, pineapple, banana, cinnamon, almond butter, and house-made almond milk, it's sweet and spicy and perfect for fall days.

\$6.45, save 50¢

ONLY IN PITTSFIELD

la grotta

OCTOBER JUICY DEALS

Beemster Paradiso Vintage
 A bold and sharp firm cheese, perfect for antipasti
 \$13.99/lb, save \$3/lb

Churchtown Dairy Peggy
 A local Camembert-style cheese that is buttery and mellow when young, and deliciously gooey when aged
 \$16.99/ea, save \$2/ea

Churchtown Dairy Coperthwaite
 A local bold and funky cheese with a roasted quality and a deep umami finish
 \$17.99/ea, save \$2/ea

Cypress Grove Midnight Moon
 An ivory-colored goat cheese with a taste of brown butter and a caramel finish
 \$24.99/lb, save \$5/lb

Jarlsburg
 A mild and nutty cow's milk Swiss cheese from Norway
 \$10.99/lb, save \$3/lb

Asiago Pressato
 A semi-soft cow's milk cheese with a sweet, tangy flavor and a smooth texture
 \$13.99/lb, save \$3/lb



Featured Brand: Four Sigmatic

Four Sigmatic began in Finland with the creation of a wildcrafted chaga mushroom/coffee blend that delivered the zing of coffee without the caffeine crash. The brand has grown over the last decade, and now makes a full line of functional mushroom and adaptogenic powders and elevated essentials. We love the whole line for its high quality and great tasting products, but favorites include the Mushroom Hot Cocoa with Reishi and the Matcha Latte Mix with Lion's Mane.



WINE DEPARTMENT VINE & DINE SELECTION

LE SALARE MONTEPULCIANO D'ABRUZZO 2021 \$8.99

An easy to drink, versatile wine with an aroma of berries, plums, and licorice. Delicious with wild game, red meat, and Pecorino.

Why every kitchen needs at least one (if not more!) Le Creuset Enamelled Cast Iron Dutch Oven

1. They're good for everything. Enamelled cast iron makes the best soups, stews, and braises. But it's also an all-purpose pot for anything - even bread! They go from the stovetop to the oven to the table with ease.

2. They're unparalleled in quality. Le Creuset cookware is guaranteed against defects for a lifetime. You're purchasing a pot, but it's also an heirloom that can be passed down for generations.

3. They're gorgeous. Looking to bring more beauty into your kitchen? Sure, Le Creuset pots aren't cheap, but they're a lot less expensive than a kitchen reno, and a few beautiful pots on an open shelf can truly transform a space.



thinkFOOD

CULTURE STUDIES SOURCING

Don't miss this year's ThinkFOOD Conference at Simon's Rock

Regenerative: An exploration of food practices and traditions that honor our shared roots and empower us to restore the food system.

October 15, with Zoom and in-person sessions, on the Simon's Rock campus

Email thinkfood@simons-rock.edu to register

