

# SEPTEMBER

The best consolation

prize for summer's end is autumn's beginning.

Even for the biggest summer fans among us, autumn dreams always seem to creep in sometime in late August. They might arrive in the form of phantom smells of cider donuts on the breeze, a feeling of joy in the quiet flash of red amidst the green leaves, or a sudden and powerful craving for soup.

It's been a banner year for produce here in the Berkshires. The corn has been sweet, the peaches have been perfect, and the berries have been some of the most flavorful we've ever had. September may just be the most exciting produce month of the year, and we are so grateful to our local farms and wider agricultural community for keeping our shelves stocked with such fresh and gorgeous produce. We're savoring the last of the tomatoes and stone fruit, and loving the sweeter-than-candy grapes that are especially perfect for lunchboxes. And as the nights get colder and the days get a little shorter, local apples, winter squash, and hearty greens will come into their prime. Lucky us, to trade one delicious season for another!

Read on for the best of September in our stores!



## NEW IN GREAT BARRINGTON

Our GB store is quickly expanding, and we recently moved into our new freezers and dairy refrigerators! That made space for lots of new products we've been so excited to share with you. Here are some of the highlights:

IN THE FREEZER:

**Jeni's Ice Creams and Van Leewen Ice Creams:** Try Jeni's Boston Cream Pie or Van Leewen's French Honeycomb.

**Balkan Bites:** These savory phyllo pies are oozing with goodness (in GB only).

IN THE FRIDGE:

**Oatly Oat Milks:** Oatly's super creamy oat milks are great for you AND the environment.

**My Bacon:** This new plant-based "bacon" is made of mycelium, which means the umami element and the texture are spot on.



## This month, we're Rounding Up at Checkout for BERKSHIRE BOUNTY.



**Berkshire Bounty** fights food insecurity by collecting excess fresh produce, dairy products, baked goods, and meats from supermarkets, farms and owners of fruit bearing trees. They deliver that food to pantries and other distribution organizations in South County and Pittsfield which then make that food available to those in need. Since 2017, Berkshire Bounty has collected over one million pounds of food, with 410,902 pounds of food collected in 2021 alone.

Relying on the generous donations from many people and grants, Berkshire Bounty also purchases and distributes nutritious food that typically is not included in the excess food they regularly collect from food donors. They currently buy food from Guido's, Wohrle's Foods, Tory Hill Farm, North Plain Farm, Berkshire Bounty Farm, and High Lawn Farm. Thank you for helping Berkshire Bounty fight food insecurity in the Berkshires!

Want to be considered for our Round Up Program?

Applications for 2023 close on September 30! Apply online at [Guidosfreshmarketplace.com](https://Guidosfreshmarketplace.com).



## HAPPY NEW YEAR!

Rosh Hashanah begins on Sunday, September 25. Stop in for fresh challah, local apples and honey, and everything you need for your New Year's feast.



WE WILL BE CLOSED ON LABOR DAY, Monday, September, 5th in recognition of our heroic staff!

## GROCERY GREAT 8 for September

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



Barbara's CEREAL all varieties 2 for \$7



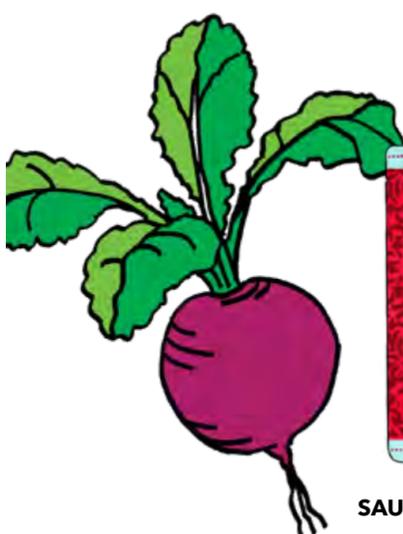
Ralston RICE all varieties 2 for \$7.29



Mrs. Meyer's DISH SOAP all varieties \$3.99



Tonnino CANNED TUNA all 4.9 oz varieties 2 for \$5



Maya Kaimal SAUCES & EVERYDAY DAL select varieties 25% off



Dr. Hauschka SKIN CARE all products 20% off



The Sweetish Baker GRANOLA select varieties \$7.49



Frankie's ORGANIC PUFFS all varieties \$2.99

# THE ART OF THE

No sad desk lunches here! Whether you're packing for yourself or a wee one in your life, we've got all the treats to help make lunch the most exciting meal of the day.

Pick up a reusable wooden cutlery set and you'll never need a plastic fork again.



Short on time? Guido's Kitchen makes both custom and Grab-n-Go sandwiches.



A fancy container makes everything taste better.



The ultimate finger food



Always looking for a good vessel for our own house-made honey-roasted PB

Mutsu? Gala? Honeycrisp? Which local apple will it be?



Our new Safe + Fair popcorn is crunchy, whole grain, and SO GOOD.



# LUNCHBOX

Don't forget the sweet for your sweet! (This one, a wheat-free chocolate chip cookie from our GB bakery, is just right.)



Keeps your drink cold and cuts down on single use plastic!



Bear fruit rolls are so fun to eat, and there's no added sugar!



Sushi made fresh at Mazzeo's every day

Clean hands, full hearts, can't lose



Made Good snacks are allergen free, so good, and... STARS



**SAVE! SEPTEMBER**  
**Mazzeo's**  
**SPECIALS**

**Stock the freezer with bulk September sales!**

We're happy to custom cut and wrap roasts into individual steaks.

**WHOLE BONELESS PRIME NY STRIP**  
 (11 lb avg)  
**\$13.99/lb**

**WHOLE BEEF TENDERLOIN**  
 (7 lb avg)  
**\$16.99/lb**

**WHOLE BONELESS KUROBUTA PORK LOIN**  
 (4 lb avg)  
**\$7.99/lb**

**WHOLE AUSTRALIAN BONELESS LEG OF LAMB**  
 (6 lb avg)  
**\$8.99/lb**

September 1-30, 2022

**BRING THE OUTSIDE IN**

**5 reasons to pick up a new houseplant at Bella Flora today:**

**1. Breathe easy.** Because plants take in carbon dioxide and release oxygen, they're natural air fresheners. There are even a few plants, such as the Snake Plant, Christmas Cactus, and Aloe Vera, that go through this process at night, releasing oxygen into the air as you sleep.

**2. Keep good company.** Caring for plants can increase our feelings of happiness and relaxation, and make us feel less lonely and depressed.

**3. Humidify.** Plants release moisture into the air, making them perfect natural humidifiers. Especially as the heat comes on indoors, keep your rooms populated with plants to counter the dryness.

**4. Purify your air.** Plants have the ability to filter common household toxins like formaldehyde and benzene from the air. Golden Pathos and rubber plants are especially effective air purifiers.

**5. Beautify your space.** Living with beauty around us enhances mood and increases a sense of wellbeing. Choose plants with colors and textures you love to create beauty in every corner of your home.



BELLA FLORA



**FRESH JUICE IS BACK!**

This month, we're featuring **The Fenway**, a major favorite. With fresh-pressed fennel, orange, carrot, and lemon, this juice is always a home run!

**50¢ off both sizes**  
 (12oz or 20oz)

ONLY IN PITTSFIELD



**WINE DEPARTMENT VINE & DINE SELECTION**



**DOMAINE BOUSQUET MALBEC**

Mendoza, Argentina

**\$10.99**  
 save \$2 per bottle

Domaine Bousquet's premium varietal series comprises a blend of estate and purchased fruit from the Uco Valley. The grapes benefit from major diurnal temperature swings, achieving exuberant ripeness while retaining the juiciness that invites a second glass. The wines are un-oaked to let the fruit shine through and make the wines extremely food-friendly.

This wine has a dark violet color, with intense aromas of blackberry with notes of red and blackcurrant and plum. It goes well with red meats, sauces, cheeses, and pasta.

**la grotta**

**SEPTEMBER JUICY DEALS**

We have great deals this month on our favorite imported cheeses! Add some fresh figs, local honey, and charcuterie for a perfect cheese board.

**FROM ITALY**

Gorgonzola Dolce  
 \$9.99/lb, save \$4/lb

Gorgonzola Picante  
 \$10.99/lb, save \$4/lb

Parbleu (goat)  
 \$22.99/lb, save \$6/lb

**FROM SWITZERLAND**

Gruyère  
 \$21.99/lb, save \$4/lb

Raclette  
 \$15.99/lb, save \$4/lb

**FROM FRANCE**

Fromage de Meaux  
 \$10.99/lb, save \$4/lb

Montboissie  
 \$10.99/lb, save \$2/lb

Comté  
 \$24.99/lb, save \$5/lb

**FROM SPAIN**

Manchego Curado  
 \$14.99/lb, save \$4/lb

Manchego Semicurado  
 \$14.99/lb, save \$4/lb



**Are you missing Shire City Fire Cider?**

This favorite local company has been such a staple on our shelves, and when they closed operations this summer, we started the search for some great new alternatives. This month, we've got a few new zingy and immune-boosting fire ciders in our stores.

**From Hany's Harvest, Catskill NY**

**Unsweetened** (8 and 16oz): Hany's original version, with no added sugars

**Maple Honey** (16oz): Rounds out the kick of vinegar with a blend of raw honey and maple syrup for those who appreciate a sweet yet bold character

**Carolina Reaper** (8 and 16oz): Moderately spicy with the added deep flavors of Carolina Reaper peppers

**From Herbal Revolution, Union, ME**

**Fire Cider Tonic** (16oz): Their own garden-grown version of the warming classic



Preserve the season with Le Parfait Canning Jars

**Mix and match and get 6 or more jars of any style for 10% off.**

