

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



FEBRUARY



There is an art to feeding the people you love most. It usually begins with paying attention. What foods make them close their eyes with pleasure? What tastes bring comfort and joy? Are there memories, whether shared or separate, that are recalled with certain flavors and scents?

Food is never just food. The acts of cooking, serving, and eating hold the capacity to carry such pleasure, love, and comfort. And when the people who love us remember our tastes and desires—the exact right ratio of milk and sugar in perfectly steeped black tea; the particular cheese enjoyed together in the past, now set out with your favorite cracker after a long work day; the right birthday cake and frosting combination, not guessed but remembered from a story told about childhood birthdays. So often, people show us how they most want to be loved. We only have to listen. And on this particular holiday coming up this month, food often takes center stage as we find ways to show our love. Are you cooking? Or looking for a treat to share? We have all of the ingredients for a love-packed February.

Read on for the best of February in our stores!

MATT'S PRODUCE PICK: RADICCHIO

This gorgeous purple chicory adds so much flavor and color to recipes. It’s known as one of the most bitter vegetables, but you’ll also likely notice floral notes, like the best part of eating a flower. Slice radicchio thinly and add it to salads, or grill, roast, or sauté it to mellow its bitterness and bring out the sweetness. The more commonly found *Chioggia* variety is round and full, but we also love the *Treviso* variety, which is long and thin, like a Belgian endive.



STAFF PROFILE



Angel Wingo-Thompson
Manager of our new Great Barrington Bakery

Angel comes to Guido’s after 20 years at Big Y, working first in the HR department before moving on to the Big Y Bakery. Over that time, she also started her own cake decorating business. When she’s not overseeing the production of all the delicious new bakery products in the store, you might find her at a local music venue, or even making music with her husband in their home recording studio. Her favorite part of working at Guido’s so far? “The company culture! There are so many nice people here, and I feel like everything is such a collaborative team effort.”

Welcome, Angel! We’re so lucky to have you on the Guido’s team.

Our February Recipe: Radicchio and Chickpeas with Creamy Lemon Dressing

Hearty radicchio stands up well to creamy dressings. This salad is a meal in itself, and the jeweled hues of the radicchio and endive make it as beautiful as it is delicious. *Recipe from Marketing and Communications Director Alana Chernila.*

Serves 4 to 6

Dressing

- 1/3 cup creme fraiche or whole-milk yogurt
- 1 1/2 tablespoons fresh lemon juice (from 1 lemon)
- 1 1/2 tablespoons olive oil
- 1 tablespoon minced preserved lemon rind or 1 teaspoon lemon zest
- Freshly ground black pepper

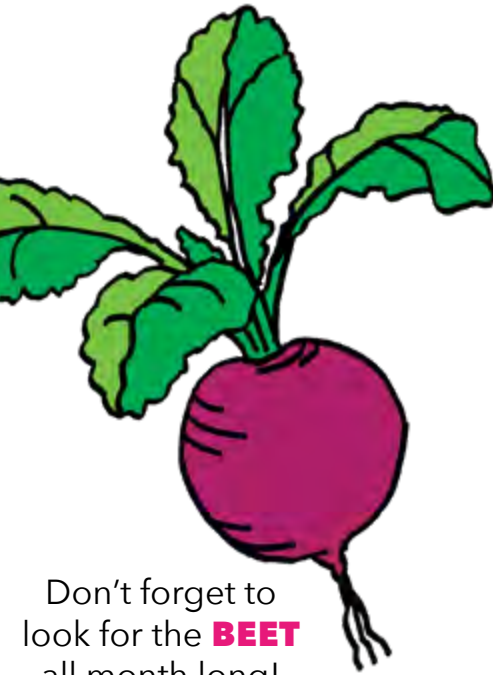
Salad

- 6 ounces (1/2 small head) radicchio, roughly chopped
- 6 ounces (1 small head) butter lettuce, torn
- 1 head Belgian endive, leaves separated and cut to 1-inch slices
- 1 cup cooked chickpeas
- 1/3 cup golden raisins
- 1/4 cup toasted and chopped pecans
- Kosher salt

1. First, make the dressing. Combine the creme fraiche, lemon juice, olive oil, preserved lemon, and several grinds of pepper in a pint-sized jar. Cover the jar and shake vigorously to combine. Taste, and add more pepper or lemon juice if you like. The dressing can be quite thick, but if it's not pourable, loosen it up with a little lemon juice or water.
2. For the salad, combine the radicchio, butter lettuce, and endive in a large bowl. Add about a third of the dressing and toss to coat the leaves. Taste, and add more dressing if needed. The leaves should be well-coated but not soaked. Transfer the dressed leaves to a large, wide bowl or platter. Do not rinse out the bowl.
3. Add the chickpeas and raisins to the bowl, and sprinkle them with a pinch of salt. Top with a dollop of dressing and gently stir to coat the chickpeas and raisins before adding them to the greens. Finish with the pecans, a final sprinkle of salt and several grinds of pepper.

GROCERY GREAT 8 for February

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



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



Deep Love LEMONADE DRINKS all varieties \$2.99



San Remo BRONZE LABEL AGED BALSAMIC 8.5 oz variety \$9.99



Better Than Bouillon SOUP BASES all non-organic varieties \$5.49



Runamok ORGANIC MAPLE SYRUP all varieties \$16.49



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



Barbera Frantoia EVOO 33.8 oz variety \$27.99



Desert Pepper SALSA all varieties 2 for \$7



Darrell Lea LICORICE all varieties 2 for \$4



BELLA FLORA


GUIDO'S RESIDENT FULL-SERVICE FLORIST

Valentine's Day is February 14th

Order online at
bellafloraberkshires.com
and receive 10% off*
orders of \$100 or more.

Use code VA2023
valid until February 12th.

*discount code available for online purchase only



Surprise your loved ones with
flowers delivered to their door!
To assure they arrive on time,
for Valentine's Day please place
orders by February 12th for
local delivery.

Pittsfield: 413-496-8242
Great Barrington: 413-528-1581
bellafloraberkshires.com

"Happiness is to hold
flowers in both hands."
— Japanese Proverb

Photo by: John Rattigan — portr8studio.com

SAVE!
Mazzeo's
monthly specials

100% ORGANIC GRASS-FED
NATURAL GROUND BEEF
\$7.99/lb

100% ORGANIC GRASS-FED
FROZEN BONELESS RIBEYE
\$12.99/lb

FRESH CUT CHICKEN WINGS
\$2.99/lb

February 1–28, 2023

Café Rena



**THE LOVE
POTION
SMOOTHIE**

is the perfect drinkable valentine.
Made with raspberries, banana,
strawberries, apple juice and
house-made almond milk.
There is love in every drop!

SAVE 50¢

ONLY IN PITTSFIELD



Featured Product

Are you using dull knives in the kitchen? Experience the true joy of a well-sharpened knife with **the Brød and Taylor knife sharpener**. This easy-to-use kitchen essential will revolutionize your cooking. Brød and Taylor is a local company out of Williamstown, MA dedicated to kitchen innovation and quality tools that really last.



Come check out the Brød and Taylor knife sharpener in person at The Chef's Shop!

GUIDO'S kitchen



This month, pick up a sandwich big enough to share with the one you love!

THE GUIDO is our true signature sandwich:

A huge Italian grinder with Soppressata, pepperoni, Genoa Salami, Mortadella, Asiago cheese, roasted peppers, oil, and Italian seasoning on a whole loaf of Berkshire Mountain Bakery ciabatta.

SAVE \$1.50 ALL MONTH LONG

And don't forget **THE BIG GAME** on Sunday, February 12! We've got winning game menus in both stores, with our famous wings, chilis, and more. Check our website for all the details.



THINK OUTSIDE THE VASE!

Bouquets of roses are known for their association with love, but this romantic flower also has countless medicinal and mood-lifting attributes. Here are a few other ways to give roses this Valentine's Day:

Weleda Wild Rose Products: (On Juicy Deal this month!)
There's a reason why Weleda's rose-based skincare line has been a customer favorite for as long as we've carried it. Weleda's ingredients are top notch, and whether you reach for the body oil, the deodorant, the body wash, or another product in the line, you can count on super soft skin that smells like heaven.

Heritage Rose Water: Keep a misting bottle of this classic rosewater right by the door and give yourself a few spritzes before you go out. Roses can be a true mood lifter, and you'll walk into the world ready to face whatever comes.

Organic India Tulsi Sweet Rose Tea: Tulsi can be a powerful stress-relieving herb. When paired with fragrant roses, it makes a truly special tea with a light floral flavor. Roses have antioxidant properties, and help to promote a clear and calm mind.

**WINE DEPARTMENT
VINE & DINE SELECTION**



**CHÂTEAU
PESQUIÉ
VENTOUX**

Rhône Valley, France
\$15.99, save \$1

Château Pesquié is one of the most iconic wineries of the Ventoux appellation and the southern Rhône Valley. Its wines, often praised by the most influential wine critics, deliver balance and freshness. Terrasses is an exquisitely drinkable southern Rhône Valley red, and is perfect with beef, lamb, and venison.

GUIDO'S FAVORITE
CHEESES &
PROVISIONS
from near and far



la grotta

FEBRUARY JUICY DEALS

Vully Noir

\$25.99/lb, save \$3/lb
A medium-strength, semi-hard Alpine cheese with a creamy, mellow flavor

Vully Rouge

\$22.99/lb, save \$3/lb
A lovely cheese from Switzerland with a bright orange rind, a delicate texture, and a slightly piquant flavor

From Chaseholm Farm, Pine Plains, NY

Stella Vallis

\$27.99/lb, save \$3/lb
A tomme style, raw milk cheese with a natural, edible rind

'Nimbus'

\$13.99/ea, save \$2/ea
A devastatingly delicious triple cream brie-style cheese



BELLA FLORA



LOCATED ALONG ROUTE 7 - PITTSFIELD AND GREAT BARRINGTON MASSACHUSETTS