

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



Spring has sprung, at least according to the calendar. It’s still sweater (and- let’s be honest, sometimes even winter coat) weather for a while, but whatever the temperature, this month brings a full run of vernal holidays, from Passover to Easter to Ramadan. With April also comes Earth Day, a holiday that first came into being in 1970 to bring the already then apparent climate crisis to the spotlight.

According to earthday.org, that first Earth Day “achieved a rare political alignment, enlisting support from Republicans and Democrats, rich and poor, urban dwellers and farmers, business and labor leaders”. Fifty-three years later, the need for that alignment is more dire than ever. Here at Guido’s, we’re diving back into some of the conversations around sustainability that got put on hold during the pandemic. How do we reduce packaging while maintaining the quality and beauty of our products? How do we make changes that have real impact, whether at the company, individual, or greater advocacy level? This month, we’re dedicating our newsletter to the small ways we can get creative, shift our thinking, and make decisions with our Earth in mind. Some ideas might be new and some might be reminders, but we hope they will inspire you to think differently about how you shop.

Read on for the best of April in our stores!

Your favorite Guido’s Pizza is NOW IN GREAT BARRINGTON. Grab a hot slice or order a custom pie while you shop.



Check out the full pizza menu at guidosfreshmarketplace.com/menus/ and call to place your order.

Great Barrington: 413-645-3061
Pittsfield: 413-442-1854

Are you planning a lavish Easter brunch? Or looking to host a Passover seder? Let us do the cooking!

Check out the full holiday lineup at guidosfreshmarketplace.com/menus/

Pick up an order form in the stores, or call to order:

In Pittsfield: 413-442-9912 x1172

In Great Barrington: 413-528-9255 x3360

PLEASE NOTE: Guido's will be closed on Sunday, April 9 for the Easter holiday.



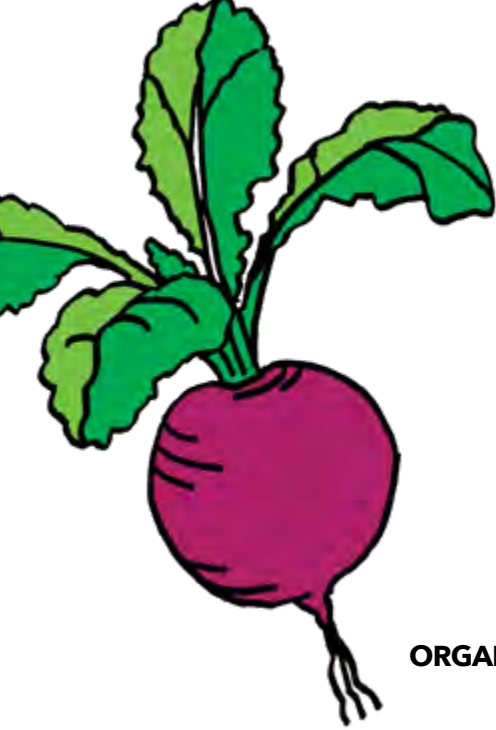
Turn your food scraps into gold!

An almost recipe on how to Make Stock From Scraps:

Keep a bag or container in your freezer and collect any chicken, beef, or pork bones, along with any veggie scraps (leek tops, carrot peels, celery ends, herb stems, tomato cores...). When you’re ready to make stock, lay your scraps out on a parchment-lined tray, drizzle with olive oil, and roast in a 425°F oven until they start to brown, 15 to 20 minutes. Transfer the scraps to a large pot and just barely cover with water. Add a bay leaf and a few peppercorns and cook covered on low heat for at least two hours and up to a whole day. Strain the scraps out of the liquid, discard, and salt the liquid to taste. You can also make stock in a slow cooker overnight or a pressure cooker in 45 to 60 minutes.

GROCERY GREAT 8 for April

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



Laoban FROZEN DUMPLINGS
all varieties
\$6.99



Small Town Cultures FERMENTED VEGETABLES
all varieties
\$4.99



Dr. Hauschka SKIN CARE PRODUCTS
all varieties
20% off



Tonnino CANNED TUNA
all 4.9 oz cans
2/\$5



Bragg ORGANIC APPLE CIDER VINEGAR
32 oz bottle only
\$6.99



Healing Home Foods GRANOLA
all varieties
\$7.99



Nature's Path ORGANIC ECO-PATH CEREAL
all varieties
\$9.99



Balkan Bites FROZEN BUREK PIES
all varieties
\$6.99

KEEP IT GREEN

Use less plastic! Make less food waste! Shop thoughtfully!

Here are a few of our favorite tips to help you navigate the aisles with the planet in mind.

1

Bring your own bags to use at checkout.



2

Skip the produce bags entirely, and load the veggies right into your cart.

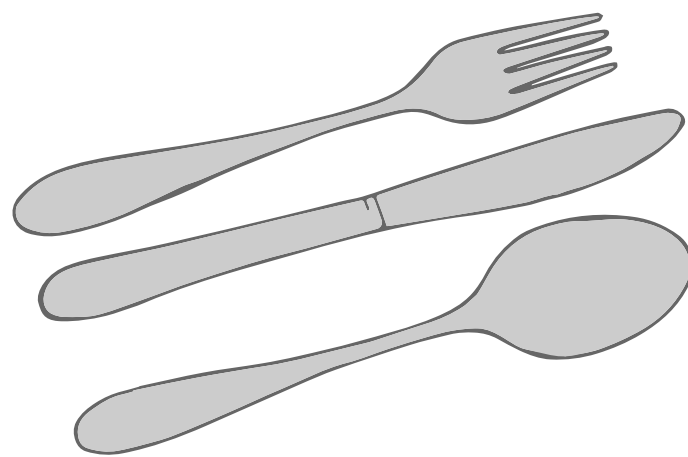
3

Shop the bulk section. Bonus points if you bring your own containers!



5

Reuse your **Guido's Peanut Butter** jars! Bring them back to use at the self-serve grinders or fill them with bulk grains, nuts, and treats.



4

Keep a set of silverware in your bag or in the car and skip the plastic stuff.

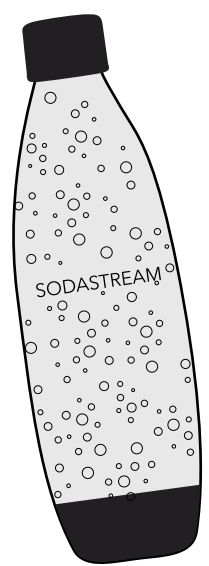


6

Shop local. (Check the LOCAL guide on our website and in stores to see what's on our shelves.)

7

Research and support companies with missions that align with your values. (Some of our favorites are **Badger**, **Blue Q**, and **Navitas Organics**.)

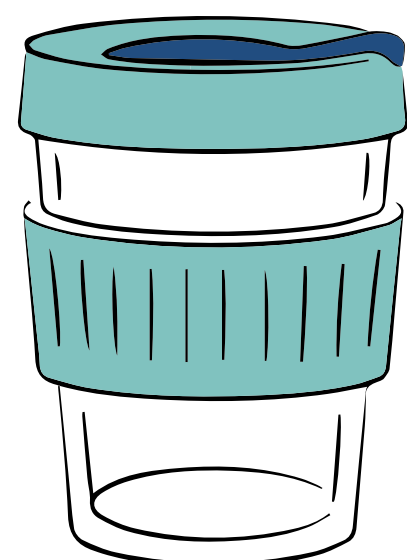


9

Use a **SodaStream** for seltzer instead of buying disposable bottles.

8

Make a weekly meal plan to reduce waste and save money.



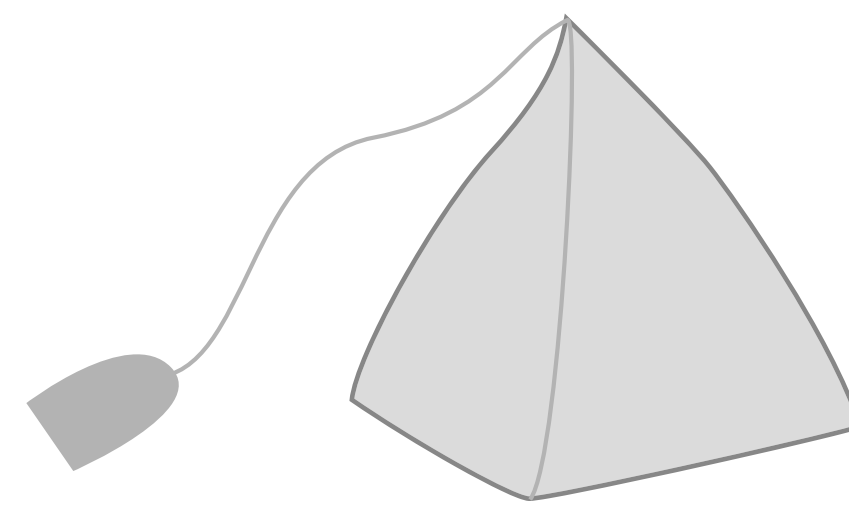
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Bring your own cup for your favorite drink from our Café. (Save 25 cents!)

AT GUIDO'S

11

Choose items with recyclable and/or biodegradable packaging. (We love **Oteas**- every element of their packaging is plastic free, biodegradable, and home compostable.)



12

Look for upcycled items and companies with a zero-waste goal like **Harmless Harvest**.

13

Get into the habit of reading labels and get to know the terms. What's a b-corp? What does it take to be organic? Or non-GMO product verified?

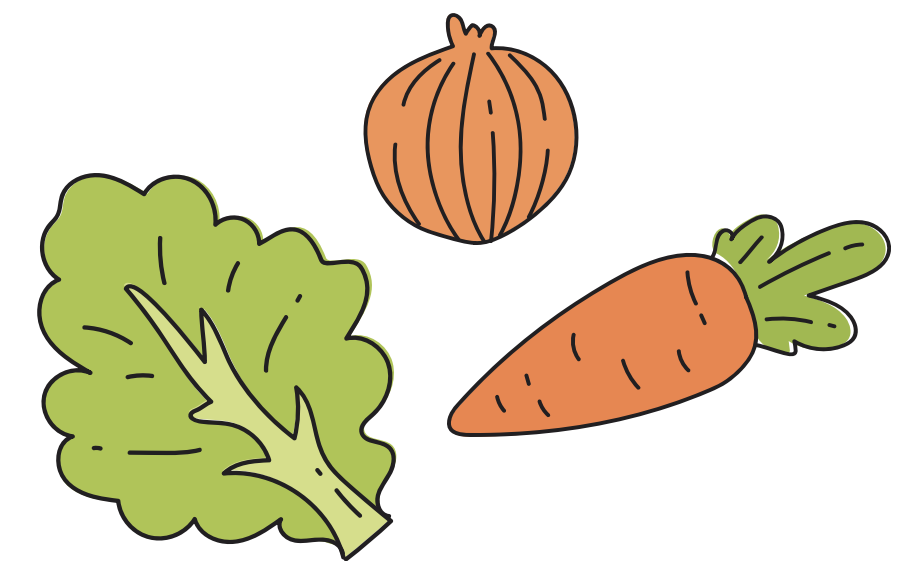


14

Save your food scraps for homemade stock. (Check out our recipe on the first page!)

15

Go heavy on the vegetables. Make the vegetables your main, and serve meat as the side dish.



16

Freeze leftovers instead of letting them languish in the fridge.

17

Use **Stasher Bags**, **Bee's Wrap** and other reusable containers and wraps in place of single-use plastic.



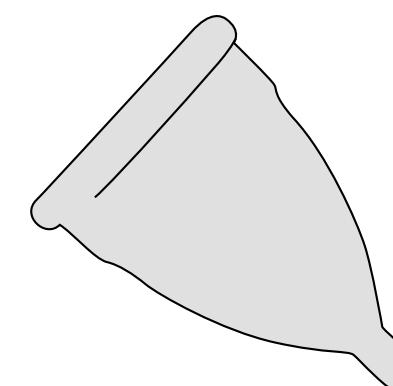
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Choose Earth-friendly cleaning products from companies like **Ecos**, **Mrs. Meyers**, and **Ecover**.



19

Reduce plastic in the laundry room with **Tru Earth Laundry Strips**, **Stoneworks Laundry Detergent Pods**, or **Seventh Generation Laundry Detergent** in the cardboard bottle.



20

Use a **DivaCup** instead of disposable period products.

SAVE!

Mazzeo's

monthly specials

We have roasts and special cuts for your holiday table!

CHOOSE YOUR CUT

- Grass-fed Natural Niman Ranch Semi-boneless leg of lamb(6-7 lb)
- American Grass Fed Boneless Lamb Leg
- American Grass Fed Top Rounds (1-2 lb)

MAZZEO'S OWN
ROSEMARY MINT LAMB BURGERS
\$9.99/lb

BEEF BRISKET (FIRST CUT FLAT)
\$9.99/lb

Niman Ranch Naturally Raised
APPLEWOOD SMOKED SPIRAL HAM
\$6.99/lb

100% Natural Kurobuta (Heritage Breed Pork)
FRENCHED PORK ROAST OR CHOPS
\$10.99/lb

FROZEN FRENCHED
AUSSIE LAMB HIND SHANKS
\$8.99/lb

BOSTON CHOWDA CLAM CHOWDER
The real deal! Award winning chowder from Andover, MA,
made with local surf clams, rich cream, and hand-cut potatoes.
\$6.99/23.5 oz

APRIL 1-30, 2023

BELLA FLORA

Flowers for the Rites of Spring

We have flowers for your holiday table, and an amazing selection of Easter gifts to fill your basket! Order flowers ahead of time at bellafloraberkschires.com, or stop in the store and pick up some fresh Vanco tulips to brighten up every room in your house.



GUIDO'S FAVORITE
CHEESES & PROVISIONS
from near and far

la grotta

APRIL JUICY DEALS

Pecorino di Fauglia
\$21.99/lb, save \$3/lb
A long-ripened sheep's milk pecorino with a compact and chalky texture.

Marcel Petite Comté
\$26.99/lb, save \$3/lb
A classic French cheese - nuanced, nutty, and caramelized.

Beppino Occelli Barolo
\$32.99/lb, save \$3/lb
Wonderfully soft, flaky, and buttery, infused with the taste of Barolo wine.

Shelburne 1-year Cheddar
\$12.99/lb, save \$2/lb
A classic raw-milk cheddar, buttery and lightly sharp.



Transform your wellness routine with our favorite plastic-free products!

Booda Butter Deodorant and Eco Balm: This deodorant works great and comes in a glass jar. Are you sick of throwing away plastic lip balm tubes? Booda Butter Eco Balm comes in paper!

HiBAR Moisturizing Shampoo and Conditioner: Salon quality hair care with no plastic! If you've never tried a shampoo bar, it's time to make the switch.

Spinster Sisters Bar Shampoo: Another favorite shampoo bar. The rosemary mint scent is so refreshing, too.

Me Mother Earth Products: We love their plastic-free elastic hair ties, bamboo cotton swabs, biodegradable charcoal floss, and reusable double edged safety razor.

Your beloved SPRING ZING has gotten a fresh update!

Made with apple cider vinegar, lemon, honey, pineapple juice, orange juice, and ice, this sweet and zingy refresher is now a frosty blended drink! We think you'll love it.

Save 50¢

ONLY IN PITTSFIELD

Café Rena



SPRING CLEAN & KEEP IT GREEN!

This month we're excited about sustainable options for cleaning cookware and bakeware. These items reduce or even eliminate the need for the harsh chemicals and detergents.

Knapp Made Chainmail Scrubbers:
Every year 400 million sponges get thrown out. These chainmail scrubbers are under lifetime warranty, because they will last a lifetime!

Goodbye Detergent Spaghetti Scrubs:
These cleaning scrubs are made with materials like recycled corn cobs, peach pits, walnut shells, pumice stones, and plastic bottles. These natural abrasives help to reduce the need for detergents and the scrubs last for months. Made in Japan and wrapped in 100% recycled packaging.

GUIDO'S bakery

It's sweet, tart, and the perfect pairing for a cup of tea. Pick up a fresh house-made **Lemon Loaf Cake** from our Great Barrington Bakery!

\$9.99, SAVE \$2

ONLY IN GB



APRIL JUICY DEAL

Parmacotto Herb Ham
Our favorite succulent Italian roasted ham is seasoned with herbs and spices.

\$12.99/lb , SAVE \$3/lb



WINE DEPARTMENT VINE & DINE SELECTION

ORGANIC NATURA PINOT NOIR \$11.99, save \$4

Natura Organic Pinot Noir is an excellent value, originating from the heart of Chile. The wine is full of flavor with soft tannins, well balanced acidity, and a fresh finish. It is an ideal accompaniment to grilled or roasted poultry, full-flavored fish dishes, or sushi.



BELLA FLORA

