

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



As the flowers bloom, the air warms, and we shed our layers, it seems like an excellent time to gather some particular bright spots for us at Guido’s right now. Can’t we all use some good news? Here, in no particular order, are some of our favorite bits of good news at Guido’s right now: pansies at Bella Flora in every color, the new burrito bar in Great Barrington (and the tortas!), the return of the daily hot bar in our Pittsfield store, eating lunch outside, the fact that we’re going bagless at checkout on Sept. 1, gorgeous layer cakes for everyday celebrations from the Great Barrington Bakery, the arrival of local produce in the stores, the new Great Barrington Café (The light! The vibe! The fireplace!), the fact that at the time of the writing of this newsletter we had raised \$15,665 for NAMI Berkshires that will go directly towards much needed mental health support for all residents who need it, the gorgeous and so often hilarious chalk art signs at The Chef’s Shop, the new vegan sandwiches from Guido’s Kitchen, and all the wonderful kind new faces of new Guido’s employees who are coming in to help our stores grow in the best way. Honestly, we could go on and on. But we’ll leave it there and wish you a happy May. We hope you have a nice list of bright spots, too.

Read on for the best of May in our stores!

MATT'S PRODUCE PICK: LOCAL RADISHES

It is such a treat when the local radishes arrive. Keep your eye out for the long French Breakfast radishes- those are big customer favorites. We love them raw with salt and butter, lightly sautéed, or roasted with good olive oil. The greens are delicious too. Simply cook them like you would any other green.



What's new in Guido's Great Barrington:
The Burrito Bar: burritos, tacos, tortas, and bowls! Made with carnitas, braised beef, chicken, or spicy tempeh. Open 11-5 daily.
Café Rena: Stop by our new cozy café (complete with a fireplace!) for smoothies, juices, coffees, and more.
What’s next? Daily hot bar, BBQ selections, and salad bar, all coming this month!



A RECIPE FOR SPRING: RADISH TOASTS WITH PRESERVED LEMON MINT WHIPPED FETA

The new preserved lemon zest from **Small Town Cultures** makes this whipped feta extra delicious. Start with these toasts, and then use any extra whipped feta as a dip or a basis for a dressing.

Serves 4 to 6

- 8 ounces crumbled feta (we love local **Maplebrook Farm**)
- 3 ounces cream cheese
- 2 teaspoons **Small Town Cultures Preserved Lemon Zest** (or 1 teaspoon fresh lemon zest)
- ½ cup loosely packed fresh mint leaves, plus a few chopped leaves for garnish
- Freshly ground pepper
- 1 loaf **Guido’s GB Bakery House-made Peasant Boule** (or your favorite fresh bread)
- 2 bunches radishes, greens removed, radishes thinly sliced
- Olive oil (**Guido’s Perenzana** or **Guido's Koroneiki Finishing Oil** is perfect here)

- Combine the feta, cream cheese, preserved lemon zest, mint leaves, and pepper in the bowl of a food processor fit with the blade attachment. Blend until smooth and light, about 3 minutes. Taste and add additional lemon zest and pepper.
- Cut thick slices of bread, toasting if desired.
- Spread each slice with whipped feta, then top with sliced radishes, a drizzle of olive oil, and a final sprinkle of mint leaves.



We will be closed on Monday, May 29, in observance of Memorial Day

GROCERY GREAT 8 for May

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



Laurel Hill **CRACKERS** all varieties **2 for \$7**



Tonnino **TUNA IN GLASS JARS** all varieties **\$5.99**



Blake Hill **NAKED JAM** all varieties **\$6.99**



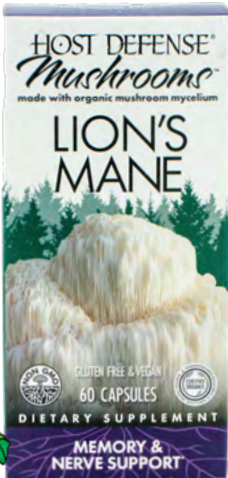
San Remo **ITALIAN SODA** all varieties **2 for \$7**



Maria & Ricardo's **TORTILLAS** all varieties **20% off**



Le Grand **PESTO** all varieties **\$4.99**



Host Defense **SUPPLEMENTS** all varieties **25% off**



Barrington Coffee **COFFEE** all packaged varieties **\$2 off**

WHO'S BEHIND

Have you ever wondered how a product makes it to our shelves? We have an amazing team of category managers and buyers devoted to the task of tasting, studying labels, working with companies, and ultimately deciding whether or not a product will end up in the stores. Some grocery sets have category managers who make product decisions for both stores, and others have separate buyers for each store. Here are some of the folks on the team behind our magical product mix.

Bonnie Bell

Buyer, Great Barrington Wellness Department

Bonnie is an avid stargazer and moon watcher. Her work in the wellness department leaves her nights free to enjoy the skies!

The recent expansion of the Great Barrington wellness department has brought the arrival of lots of new products, but Bonnie is especially excited about the new superfood mushroom mixes from **Malama Mushrooms**. She's loving the **Superfood Mushroom Chocolate** and **Lion's Mane Cacao Mix**, which can go into any coffee, tea, or smoothie.



Marco Zambrano

Category Manager, Specialty Foods (pasta, oils and vinegars, and sauces)

Originally from Ecuador, Marco came to the Berkshires by way of New York. He's a filmmaker with a big love for soccer and food (and fruits and veggies most of all). What's his favorite new product in his section right now? "It's hard to pick one item from my bundle as I can pick one from every small section I buy for, but right now **Truff Hot Sauces** are the winner. They have great heat! The pasta sauce, hot sauce, and oils are super delicious."

Debora Berger

Category Manager, Coffee

Deborah is from Brazil, the world's largest coffee producer and exporter, and she grew up seeing her grandma harvesting coffee at their house. As a kid she was always fascinated by the process of sun drying the coffee cherries. Her grandmother would then roast the coffee in the oven inside an iron pot. Once it was brewed, they would share a cup. (Back then, Debora says, it was normal for kids to have coffee with milk.) Fast forward to 15 + years later and Debora was introduced to the coffee section at Guido's.

The coffee sections in the stores have seen a lot of growth, especially with the new expansive coffee wall in Great Barrington. One of the exciting new brands that has recently found a place in that new GB coffee wall is **Sightglass Coffee**, a small artisanal roaster from California. Their coffees land in the higher end of the price range that you'll find in the stores, but the roasts are truly special and have already become popular with customers.



Marcela Pareja

Category Manager, Baking and Pantry; Vegan Dairy Product (Procurement)

Where will you find Marcela on her days off? Start in the museums, where she loves to get lost looking at works of art.

Marcela is super excited about the new **Whistlepig Maple Syrup** from **Runamok**. All of Runamok's syrups are great-they really innovate and make a unique product. This new syrup is their most elevated yet. It's aged in Whistlepig Rye Whiskey barrels, giving it a deep and complex flavor. "It's amazing. I've never tasted anything like it!"

THE SHELVES?

Dan Sala

Category Manager, Frozen Foods

When he's not bundled up in the freezer, you'll likely find Dan doing his favorite thing- being a great dad to his 6-year old son. He loves Sunday dinners with family, hot summer days by the pool, and checking out new breweries. He's a major fruit lover, and looks forward to a summer filled with cherries, raspberries and blackberries. What's new in the freezer? "I am really excited about **Sweet Nothings Frozen Smoothies**. It is a delicious little treat both my son and I enjoy as we both love smoothies. He likes the squeezable smoothie tubes and I enjoy the spoon-able little cups. I am also really excited about **Balkan Bites**, a product I brought in this past summer with the Great Barrington remodel. I think it is a delicious, savory, and super unique little treat. Another new favorite is the **Cometeer Frozen Coffee** that just arrived in Great Barrington. People don't usually look for coffee in the freezer, but I adore this product. It's so high in quality, and works great hot or cold.



Beth Delgado

Natural Foods Supervisor and Category Manager, Snacks

Who has to sample every single chip, puff, and crisp to see what makes the cut? That's Beth. Even more than being an excellent chip connoisseur, Beth is a proud mother of two kids. "They're my world!"

Beth's favorite new snack on the shelf is **Zesty Z Cheesy Feta Popcorn**. "The line is Mediterranean inspired, and this flavor has an elevated "adult" taste, herby and delicious!" The company was founded by a mother and son in Brooklyn, and their products are packed with flavors inspired by their Lebanese heritage.

Melissa Sunshine Gamelli

Buyer and Manager of the Great Barrington Dairy Department

When she's not working with local milk and egg vendors or trying out new yogurts, Sunshine's happiest times are on adventures with her special needs son as they make great memories together.

Right now, she's really excited about **Small Town Cultures**, a local company making unique probiotic ferments like **Turmeric Kimchi**, **Baby Carrots**, and **Lemon Zest** (check out this month's recipe!). Their products have already become a favorite in the stores, and it's a woman-owned and family-run company in the Adirondacks.



Amanda Clark

Great Barrington Natural Foods Manager and Buyer, Bulk Foods

This month, Amanda hits her ten year anniversary at Guido's. She's worked in several departments in both stores, but last month she stepped into her new role as Natural Foods Manager in the Great Barrington store. She loves to travel, and takes every opportunity she can to see new parts of the world. Amanda has a degree in sustainability, so her role as bulk buyer is definitely aligned with her education.

Amanda is particularly excited about the return of the self-serve nut butter grinders in the Great Barrington bulk department. They've started with (a few) new grinders, but when the department renovation is complete, there will be five separate grinders, each with their own nut butter choice.

SAVE!

Mazzeo's

monthly specials

BABY BACK SPARE RIBS

\$3.99/lb

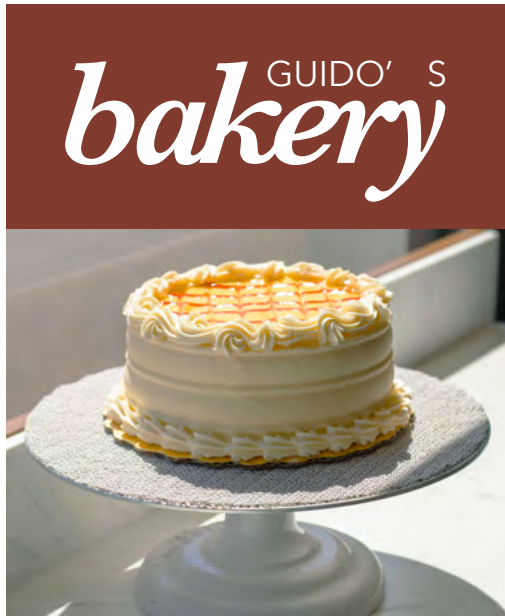
MAZZEO'S OWN BBQ RUB

\$2.99/5 oz

FROZEN ALASKAN
SOCKEYE SALMON FILET

\$14.99/lb

May 1–31, 2023



Looking for an extra special treat for your Mother's Day brunch? Our Great Barrington Bakery's **Lemon Raspberry Cake** is layered with tangy lemon curd and sweet raspberry jam. What a delicious way to celebrate the day!

\$27.99, SAVE \$5

ONLY IN GB

GUIDO'S kitchen

This month, we're rolling out three new vegan signature sandwiches for your plant-powered pleasure!

- A roasted tofu version of our popular **413 Bánh Mi**
- The **Rainbow Wrap**, with house-made falafel, avocado, hummus, baby spinach, carrots, and beets on a whole wheat wrap
- The **Curry Temptation**, with curry tempeh, avocado, tomato, cucumbers, lettuce, arugula, sprouts, and curry dressing on a whole wheat wrap

Check out the full signature sandwich menu at guidosfreshmarketplace.com



Supplement Spotlight

What can Host Defense's special formulas do for you? We're sharing two of our favorite **Host Defense Mushroom-based Supplements** this month, both on Juicy Deal!

Stress Decompress: This blend promotes natural calm and tranquility, using a combination of herbs (skullcap, lemon balm, ashwagandha) and mushrooms (reishi and lion's mane). This is an especially helpful addition to your supplement routine if you're facing more stress than usual.

Brain Formula: Looking for a boost in your mental clarity? This brain-friendly blend includes Lion's Mane, Reishi, and Cordyceps, with support the brain and adrenal system, as well as Bacopa and Ginkgo, which can help with memory, brain function, and blood flow.

The entire Host Defense line is 25% off this month!

This month, please join us in support of the Berkshire Immigrant Center!



The mission of the Berkshire Immigrant Center is to advocate for the rights of all immigrants by helping them navigate the complex U.S. immigration system with affordable legal services, local resources, and education.

The Berkshire Immigrant Center in Pittsfield has been serving the needs of the local immigrant community since 1997. BIC is accredited by the US Department of Justice to provide affordable immigration legal services. Their caseworkers see more than 700 clients annually, helping them with Green Cards, DACA protection, citizenship and more. BIC also offers free English classes and free prep classes for immigrants taking the rigorous naturalization exam. The Center also provides emergency assistance to families who need help paying for basics like food and rent, and has raised and distributed over \$600,000 in Covid relief aid since March 2020.

To learn more, get involved, or find out how to make use of Berkshire Immigrant Center's services, head to berkshireic.org



Mother's Day is May 14th! Here are a few of our favorite ways to celebrate the mothers (and others who mother) in your life:

- Flowers from Bella Flora: They'll even deliver! Order a custom bouquet at bellafloraberkschires.com or stop in for a ready-to-go arrangement.
- Gather ingredients for their very favorite meal, and do all the cooking.
- Pick up a flat of pansies and other spring plants and schedule a garden date together.



RECIPE: A JAMMY SNACKING CAKE

This not-too-sweet cake makes use of two new local products on our shelves, **Blake Hill Naked Jam** (a Juicy Deal this month) and **Ground Up Fresh Milled Flour**. The local flour infuses so much flavor into this simple cake. The jam has no added sugars, and the taste of the fruit really shines. [Makes one 9-inch cake](#)

8 tablespoons (1 stick) unsalted butter, at room temperature, cut into chunks, plus more for the pan

¼ cup granulated sugar

¼ cup packed light brown sugar

3 large eggs

2 teaspoons vanilla extract

2 cups **Ground Up Pastry Flour**

1 tablespoon baking powder

½ teaspoon kosher salt

¾ cup buttermilk

½ cup **Blake Hill Naked Jam** of your choice

Optional: powdered sugar, for dusting

1. Preheat the oven to 375°F. Grease a 9-inch square baking pan with butter.

2. Combine the butter, granulated sugar, and brown sugar in the bowl of a stand mixer fit with the paddle attachment and beat until fluffy, about 3 minutes. Scrape down the sides of the bowl, add the eggs and vanilla, and beat again until combined.
3. Whisk together the flour, baking powder, and salt in a medium mixing bowl. Add the dry mix and the buttermilk to the stand mixer bowl and beat just until the ingredients are incorporated, scraping down the sides of the bowl if necessary. The batter will look lumpy, but that's okay.
4. Add the jam to the top of the cake in even dollops. Use a toothpick or cake tester to gently swirl the jam dollops into the top layer of the batter, making a design that pleases you. Bake until the cake starts to pull away from the sides of the pan and is slightly golden on top, 35 to 40 minutes. Cool for at least 20 minutes, and top with powdered sugar.



WINE DEPARTMENT VINE & DINE SELECTION

ALLAN SCOTT

SAUVIGNON BLANC

Marlborough, New Zealand

\$12.99, save \$2

This fresh, zesty, and full-bodied white wine displays notes of tropical fruit and lively herbaceous character balanced with vibrant passionfruit and a dry finish. It is a crisp refreshing wine that shows the true terroir of the Marlborough region. Try pairing with chèvre or feta cheese. It's also an ideal match for seafood, chicken or tofu dishes that feature prominent herbal flavors.