

The decision to say goodbye to paper shopping bags at Guido's has been a long time in the making. It really started ten years ago, when the town of Great Barrington voted on a bylaw that eliminated the use of plastic shopping bags. We were all for it, and we watched as Guido's customers in both stores embraced the change with gusto. Some opted for paper, but more often people came ready to shop with their own reusable bags. The change in habits was striking and inspiring, and soon after, we started to ask what would happen if we got rid of single-use shopping bags altogether? After all, paper bags were (depending on who you asked) a bit better than plastic, but they were still single-use bags often destined for the landfill.

Fast forward a decade, and we're finally in the countdown to the last days of paper shopping bags at the Guido's checkout. We're really excited about this change, and we hope you are too. Will we still have boxes? Absolutely. And we're bringing in a few new elements to make the transition as easy as possible, including a bag exchange by the registers and a new 99¢ reusable bag that will be available if you forgot to bring your own. If you have questions or ideas, please do not hesitate to reach out! Most of all, thanks for being our partners in the work of making Guido's greener.

Read on for the best of August in our stores!

MATT'S PRODUCE PICK: LOCAL STONE FRUIT

August is the month when the local stone fruit takes over. We see so many beautiful varieties of peaches, plums, and nectarines. We love the juicy and oddly-shaped donut peaches, golden plums, and fragrant white nectarines—they're all so good.

3 Ways to Save Big at Guido's

Shop Our Bulk Department: Products cost less in the bulk department pound for pound, but you can also save big money by buying exactly what you need. Buying herbs and spices in bulk is a particularly great way to save. And as an extra bonus, you're reducing packaging and waste.

Join Our Team! Guido's employees receive a 20% discount on all purchases. Check out our current job openings on our website.

Special Order Cases From Our Grocery Department: Did you know you can special order cases at 10% below the retail price? Especially if the product is a monthly deal, it's a great way to save. (Please note that no further discounts apply to special orders.)



This month marks the return of The Guido's Cookbook Club!

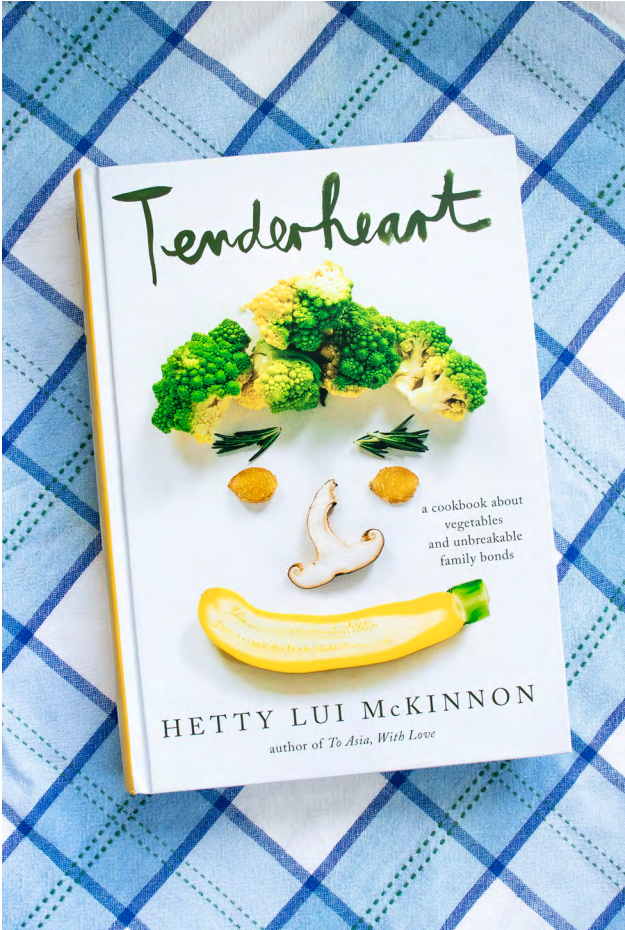
Here's how it works:

We pick a cookbook each month. You can pick up a copy of the book in the store for 20% off, pick it up from your local library, or find it at your favorite bookstore.

Email Alana at achernila@guidosfreshmarketplace.com to RSVP and tell us which dish you'll bring.

Come to the Great Barrington store at 7pm on Thursday, August 31. Bring your dish and an ingredients listing. Then we'll gather together in Café Rena for an after-hours store potluck complete with great conversation, great company, and wine picks from Enoteca.

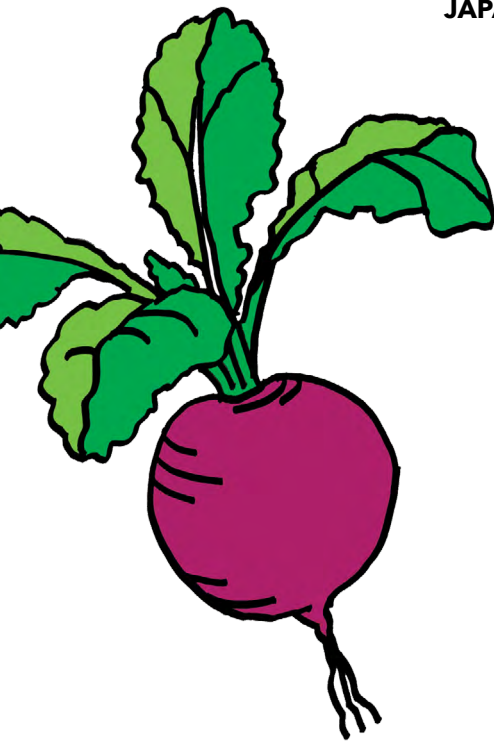
This month's book is: *Tenderheart: A Cookbook About Vegetables and Unbreakable Family Bonds* by Hetty Lui McKinnon



We hope you'll join us!

GROCERY GREAT 8 for August

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



LOCAL

Bachan's
JAPANESE BARBECUE SAUCE
\$7.49

LOCAL

Barrington Coffee
12 OZ BAGGED COFFEE
\$2 off

LOCAL

High Lawn Farm
ICE CREAM
\$4.99

Bulk Only
ORGANIC SEEDS
15% off

Oatly
OAT MILK (64 OZ)
\$4.49

LOCAL

Ooma Tesoro's
MARINARA (26 OZ)
\$9.99

Snacklin's
SEASONED PLANT CRISPS
\$4.99

Sun Noodle
FRESH RAMEN NOODLES
\$6.99

THE RISE OF REUSABLES

Guido's is going paper bagless at checkout on September 1!

We're getting ready by practicing all of the other ways to get our groceries from the cart to the car. Here are some of our favorites:

- 1. Remember your reusable bag.** Most of us have enough bags that we have bags of bags waiting by the door! Try to keep a stash of bags in your car, and then remember to bring them into the store when you shop. We even have a handy bag hook on our carts to hang them!
- 2. Use a box.** We save every box we can, and we typically have a good stack by the registers. You can also bring boxes back into the store to reuse.
- 3. Load your groceries right into your trunk.** Forgot your bags? No problem! You can load your groceries right from your cart to your trunk.
- 4. Keep a laundry basket in your trunk.** A laundry basket is perfect for groceries! You can keep your groceries loose in your cart at checkout and then load them right into the basket in the car. You can also put the laundry basket in your car and pack them directly into it at checkout.
- 5. Use your pockets.** Are you picking up a few small things? After checkout, use your pockets to transport them to the car! Especially as the weather cools down, a good jacket with big pockets can hold a surprising amount of groceries.
- 6. Save your Guido's handled bags.** We've been hearing from some of you about how much you love our paper handled bags. We're so glad! Feel free to stock up on handled bags in August when you shop, and then bring them back in- they're reusable too!

WHY DITCH PAPER BAGS AT CHECKOUT?

Approximately 14 million trees are cut down annually for paper bag production for Americans alone. Deforestation destroys habitats, reduces air quality, and contributes to global warming.

Paper production is a major pollution source. Most paper for bags is created by heating wood chips at high temperatures, all in a toxic solution. The creation of paper bags leads to 70% more air pollution and 50% more water pollution than plastic bags.

Paper bags contaminated with food or grease cannot be recycled. These dirty paper bags often contaminate larger batches of recyclables that then get rejected and put in the landfill.

Although there's a common conception that paper breaks down faster than plastic in landfills, this is typically not the case. The lack of air and light in landfills means that plastic and paper have equal longevity.

In order to neutralize a paper bag's effect on the environment, you'd have to use it up to 43 times.

**LAST YEAR AT GUIDO'S
WE USED OVER 150,000
HANDLED PAPER BAGS.
BY DITCHING PAPER BAGS,
YOU'RE HELPING US SAVE
OVER 200 TREES PER YEAR!**



SAVE!

Mazzeo's

monthly specials

BLACK ANGUS BEEF TRI-TIP
\$11.99/lb

MAZZEO'S OWN
SEAFOOD SALAD
\$7.99/lb

BABY BACK RIBS
\$4.99/lb

August 1–31, 2023

Café Rena



Whether you're coming back from the beach or just dreaming about your next beach day, the **AFTER THE BEACH** smoothie is our favorite summer refresher. With pineapple juice, house-made coconut milk, pineapple, mango, and banana, the piña colada vibes will transform you into your most relaxed and beachy self.

Save 50¢



Tap into FLOWER POWER with Bach Flower Remedies

Rescue Remedy: This famous blend combines five Bach flower remedies that come together as an aid for any stressful times that might come up. Rescue Remedy can help calm your system after an injury or accident, during a moment of high anxiety, or any time when your body goes into stress mode. Rescue Remedy is available in liquid, spray, or lozenges. There are also pet, kid, and sleep formulas.

Individual Flower Remedies (available in GB only): Which remedy calls to you? **Larch**, for those who need a boost of confidence? **Elm**, to help you feel less overwhelmed? Or **White Chestnut**, for tranquility? Take two drops on the tongue, or add to a glass of water to sip throughout the day. Need a little guidance as to where to begin? Ask Bonnie, our Wellness Associate in the Great Barrington store.



WINE DEPARTMENT VINE & DINE SELECTION

**CHÂTEAU PESQUIÉ
TERRASSES BLANC**
Ventoux, France

\$14.99, save \$2

This refreshing white brings aromas of flowers, fresh lime, and ripe peach. Enjoy on its own or with fresh pasta, grilled vegetables, or fish.

STAFF PROFILE Paul Suasti



Meet Paul Suasti! Paul came to Guido's over two years ago, working first at the registers, then in the Pittsfield Café Rena, and most recently as a new member of our Point of Sale team. What does he love most about Guido's? "The energy and friendliness of the workers here puts a smile on my face and gives me energy. I also like helping customers find items in the aisle or helping coworkers fix a bug with an item that isn't ringing at checkout right." When Paul isn't at work, he loves to play basketball, tinker with electronics, cook new recipes, or go to the gym.

Thank you, Paul! We are so happy that you're part of the Guido's family.

Ginger Lime Plum Sauce

This sweet and spicy summer fridge staple is exquisite on yogurt and granola, ice cream, or baked goods. *Recipe from Marketing and Communications Director Alana Chernila.*

Makes 3 ½ cups

2 pounds pitted plums, chopped

3 tablespoons water

2 tablespoons fresh grated ginger (about a 4-inch root)

½ cup sugar

the zest and juice of 1 lime

1. Combine the plums and water in a heavy-bottomed pot over medium-high heat. Cook, stirring and mashing, until the water starts to bubble, 3 to 5 minutes. Lower the heat, cover the pot, and cook, stirring and mashing occasionally, until the plums soften and release their juice, about 10 minutes.
2. Add the ginger and sugar to the pot. Raise the heat back up to medium high and cook, stirring often, until the sauce thickens a bit, breaks down, and darkens in color, about 15 minutes. Keep stirring to prevent the fruit from burning on the bottom of the pot.
3. Remove the sauce from heat, and stir in the zest and lime juice. Let the sauce cool, and transfer to a lidded jar. Store in the refrigerator for 2 to 3 weeks.

