

AUGUST

Every employee

at Guido's has a number attached to their name. We use these numbers a lot—mostly to clock in and out for work or at the registers when we shop with our employee discount. These numbers hold some emotional weight, too. They're mostly chronological, so our numbers can reveal how long we've been with the company or who else started in the same month as we did. *You're in the early 300s? Me too!* There are a few employees who hold the high honor of numbers in the first 10 or 20, and newer employees will often whisper with disbelief. *I heard she's number 6!* Those few early number holders are Guido's family royalty.

And then there's employee #1.

Matt and Chris hired Margaret Coughlin to be the company bookkeeper right at the beginning. She did her work with a ledger and mechanical pencil, and kept the brothers in line so they could grow their little roadside stand. The Coughlin/Masiero partnership soon became much more than a work thing—as their individual families grew, so did the trust and connection, building a new family—a chosen family. Margaret's son, Brian, jokes that he was born in the aisles, and sure enough (and lucky for us), he's been a staple member of the team for most of his life.

This month, in the midst of our usual sales and features, we're saying goodbye to employee #1. Whether or not you had the good fortune to know Margaret, we'd say that to know and love Guido's is to know and love Margaret, too. Her goodness runs through the very fiber of the stores.



WE LOVE YOU, MARGARET

From Brian Coughlin, Margaret's son and a supervisor in the Pittsfield store:

My mum had a candy bowl in the I.T. office for all the employees to enjoy. She had a strong love of mechanical pencils that she used to balance the books for Guido's. When she didn't have to work anymore, she developed a passion for coloring, and would use her beloved pencils.

Mum was loved by Guido's employees and the several generations of kids that followed. I would like to think that she is a reminder that Guido's is a family business. And when you are adopted into the family, you gain a sister, mother, aunt, grandma, and in some cases, a fairy godmother. After her heart surgery two years ago, my mother devoted herself to her six grandchildren. She'd take trips to Georgia to visit my brother's girls. She'd have my daughter Ruby and my two nieces every single Saturday night for sleepovers.

My mother went to school for interior design, but she was wicked with numbers. So her design career went on the back burner and she designed her dream house for 36 years, finally building it six years ago. She made sure every single detail was perfect and immaculate. Her last request to me before she passed was for me to come up so she could wash her curtains.

Margaret's daughter, Maggie, was the first baby born within the company on August 15, 1980. She died in 2016, and Margaret is buried alongside her.



From Chris Masiero, Co-founder of Guido's:

For the past 45 years, the loving friendship that we fostered with Margaret became indelible to the point where the Masiero family and Margaret's family became one. My parents considered her a daughter as my brothers and sisters welcomed her into our family. Our reliance on one another made us stronger. Our strengths and weaknesses were traded between one another, forging a path forward. In the beginning, we didn't know where the path would lead us. However, we trusted the path as we believed in each other, and 45 years later we looked at one another and said we did it!

We met in the late 70's when we were in our early 20s—pre-kids, pre-cell phones, and pre-computers. Her office was in her home on Tucker street, which consisted mostly of a pile of bills, a #2 pencil, and a ledger. Life was simple back then. We were young, we worked hard and loved it, had fun together as our trust in one another blossomed. Before we knew it, there were four beautiful, loving, kind, and caring children: Maggie, Bridget (my goddaughter), little Fran (not so little anymore) and Brian, who I consider my son.

We helped each other through it all—the good, the bad, and the unexpected. After all Margaret was our sister and Matt and I were her brothers. Thank you Marg, for your unflinching kindness, your support, and your love and friendship throughout our lives.

GROCERY GREAT 8 for August

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



Bola
SELECT PACKAGED GRANOLA
\$1.50 off



High Lawn Farm
ICE CREAM
\$4.99



Gus
SODA 4-PACKS
\$6.99



Fancypants
COOKIES
2 for \$9



Coconut Cult
YOGURT
\$7.99



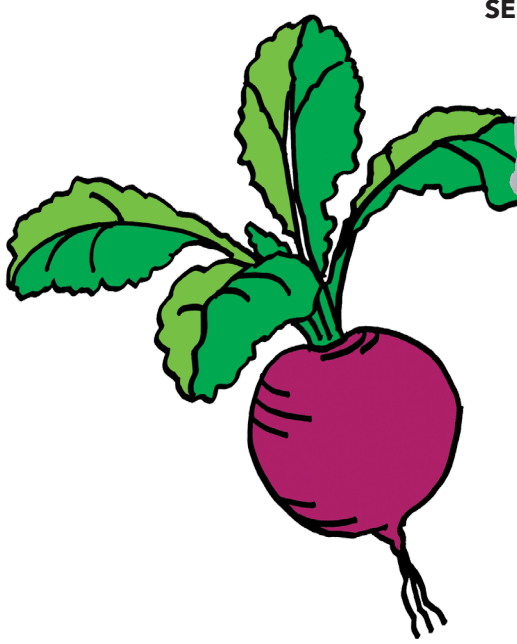
Feridies
PEANUTS
\$5.49



Petit Pot
SELECT 2-PACK PUDDINGS
\$3.99



Jonny Pops
FREEZER POPS
\$4.99



FEEDING THE

Why does summer at Guido's taste so good? We owe it all to the amazing local farms of the Berkshires and surrounding counties. All around us, skilled and passionate farmers are working to regenerate the soil, preserve the land, bring equity to the food supply, and of course create the most delicious tomato. This month, we're giving thanks to our local farmers, and sharing a bit about some of the farms who partner with us to bring their products to the community.

Indian Line Farm South Egremont, MA

In 1996, farm apprentice Elizabeth Keene was working for Robyn Van En, one of the founders of the Community Supported Agriculture movement, at Indian Line Farm, the first CSA in the country. After Robyn's untimely death in 1997, Elizabeth and her partner, Al Thorpe, partnered with The Nature Conservancy and The Community Land Trust in the Southern Berkshires to preserve Indian Line Farm as a working farm. Its cornerstones are farmland affordability, watershed and wildlife habitat conservation, and community involvement in sustainable food production. The farm employs about 20 people through the growing season and has 250 CSA members who pick their own veggies weekly from June through October.



Left Field Farm Middlefield, MA

Maureen Sullivan and Mitch Feldmesser created Left Field Farm Greenhouse & Market Garden in 1991 on a plot of wooded land in the Berkshire Highlands. Since then, they have worked to transform the original plot of land into a highly productive farm that grows certified organic plants and a wide variety of certified organic vegetables. Their vision is to create a working landscape that is sensitive to the place it inhabits and to the creatures that share it through mindful organic and horticultural practices that will continue to exist under the care of future generations of farmers.

COMMUNITY

Eckhardt's Kinderhook Creek Farm Stephentown, NY

Every year we look forward to the start of local sweet corn, when we know we can count on daily deliveries from the Eckhardt family until the corn season winds down. Started in 1959 by George and Jean Eckhardt, the farm has grown to include the third generation in the family business. The star of the show at the farm is fresh sweet corn, but they also grow summer and winter squash as well as decorative gourds and pumpkins. The family grows approximately 200 acres of super sweet corn varieties in many different locations in the area.

photos on the right page taken at Eckhardt's Kinderhook Creek Farm



Woven Roots Farm Tyringham, MA

Woven Roots is a Community Supported Agriculture (CSA) program and education center rooted in traditional farming practices with a strong commitment to equitable food access. Co-founded by Jen and Pete Salinetti in 2005, this family farm implements no-till, hand-scale production methods that help to sequester carbon while growing nutrient-dense vegetables with incredible flavor. In 2019, Woven Roots announced its Solidarity Share program, an initiative in partnership with their sibling farm, Finca Luna Búho, "a food sovereignty program that creates a space to cultivate shared values, build community, and reconnect participants' relationships with food awareness, sustainability and Indigenous land stewardship".

Off the Shelf Farm Great Barrington, MA

Anna Houston and Rob Perazzo started Off the Shelf farm in 2018 using their land in New Marlborough and community land throughout the Berkshires. In 2022, philanthropist Jane Iredale purchased River Run Farm in Great Barrington, where Off the Shelf now operates. The business also received a \$497,000 grant from MDAR (Mass Department of Agricultural Resources) to build a brand new barn to house their hens in the winter. In total, they have 2,800 laying hens, 3,500 meat chickens, 30 lambs, 3 cattle, and 30 turkeys. By using rotational grazing practices, they build soil health while spreading manure, restoring forest edges, and mitigating invasive species, ensuring that their animals receive the highest quality forage and quality of life. Anna and Rob's goal is to work in balance with the land. Their number one priority is always the welfare of the animals they care for.

SAVE!
Mazzeo's
 monthly specials

MAZZEO'S OWN CRAB CAKES
 Made with wild fresh crab meat, mayo, panko, jalapeño, onions, scallions, celery, and lemon
 Two 4 oz cakes for \$10

AIDELLS ALL NATURAL APPLEWOOD-SMOKED SAUSAGE
 Choose from artichoke & garlic, habanero & green chili, spicy mango & jalapeño, pineapple & bacon
 \$5.99/12 oz

August 1-31



WINE DEPARTMENT
VINE & DINE SELECTION



SHANNON RIDGE
 from Lake County, California
\$12.99 each, save \$5

Cabernet Sauvignon: Decadent blackberry and dried cranberry flavors with notes of pepper and allspice lead to a satisfying finish marked by hints of cedar and toasted oak. Perfect with burgers or lamb kabobs.

Chardonnay: This vintage is brimming with ripe pear, green apple, melon, and citrus flavors accented by lightly toasted coconut, oak, and caramel notes. Pair with pork, poultry, or rich fish like tuna and salmon.

Café Rena



Start your day right with an **ORANGE SUNRISE**
 This sweet and zingy juice is an invigorating blend of kale, carrot, pineapple and orange.

SAVE 50¢

VOICES in FOOD EQUITY
 Nourishing Tomorrow's Leaders

AUGUST 21
 BERKSHIRE
 COMMUNITY
 COLLEGE
 5-7:30pm

Join us as we delve into the pressing issue of food insecurity from childhood through college years across Western Massachusetts. Our diverse panel will lead conversations on hunger's far-reaching effects, innovative community-driven solutions, and the vital need for legislative action. This timely and important gathering is open to all at no cost, and delicious hors d'oeuvres will be served.



Lois Daunis Mary Feuer Aaron Oster Jenny Schwartz Jessica Vecchia

Space is limited. Please register at <https://bit.ly/44gp1MY>



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