

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES

DECEMBER



Forty-five years ago, Matt and Chris Masiero were planning their roadside produce stand on Route 7 in Lenox. They'd borrowed money from their father, Guido, to buy a truck that would take Matt across the state to the New England Produce Center most nights of the week. There, he'd obsessively pick out the absolute best produce and drive it back to the Berkshires. Chris, assisted by a mash-up of cousins and trailblazing employees, stayed behind to run the stand, working to create a space filled with freshness and abundance. Matt was 23, and Chris was 25.

To say the last four and a half decades have been busy ones for Matt and Chris would be an understatement. Together with their dedicated employees, customers, and vendors, these inseparable brothers have grown their one tiny roadside fruit and produce stand into two thriving specialty food stores. They have employed you, your children, your cousins, your best friend from high school. They have donated millions of pounds of food to the food insecurity programs that have fed you in difficult times and kept your neighbors well cared for. They have handed you the flesh of a champagne mango with an insistence to TRY THIS NOW. They have thrown their support behind your ski team, your theater company, and your fundraiser for a friend with cancer. And all the while building a place where you could shop for your week's essentials and fancy cheese. Where you know you can't just run in and out because you'll definitely see at least five friends in the aisles. They've created a store, but also a place to gather, to find something delicious to turn your day around, and to ground you in a sense of place, of this place. They've raised their six children in the stores, working alongside them, modeling the values of a life well lived through daily work in the aisles. Those children have taken those lessons and brought them into their professions and life directions. Three of them-Luke, Nick, and Anna-have chosen to continue the legacy of Matt and Chris and to bring their own strengths and passions to the work of leading Guido's into the future.

Over this last month of Matt and Chris's leadership of Guido's, we'll be sharing all of the wonderful stories and blessings you've been sending in. Thank you for being part of this delicious adventure with us. And most of all,

Thank you, Matt and Chris.

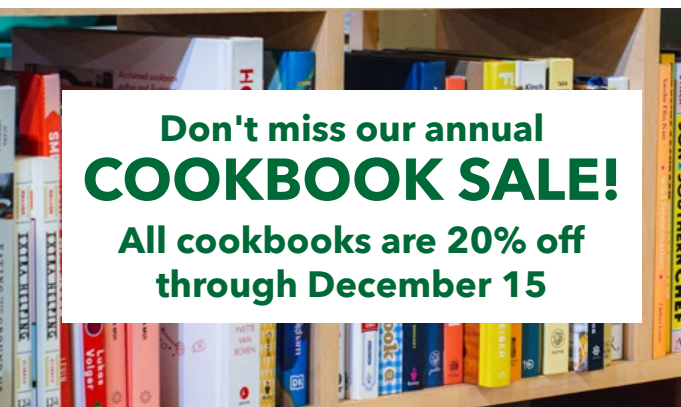
Read on for the best of December in our stores!



Special Holiday Hours

- Thursday 12/21 8am-7pm
- Friday 12/22 8am-7pm
- Saturday 12/23 8am-7pm
- Sunday 12/24 8am-5pm
- Monday 12/25 BOTH STORES ARE CLOSED FOR THE HOLIDAY
- Sunday, 12/31 9am-5pm
- Monday, 1/1/2024 CLOSED

Please note that the Senior Discount will not be available on December 18, 19, 20, 26, 27



GIVE THE GIFT OF GUIDO'S

BUY \$100 worth of Guido's gift cards & get a FREE \$10 GIFT CARD

Available at checkout, in store only. While supplies last. Cannot be used with other special offers. Valid through 12/24

GROCERY GREAT 8 for December

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

Morton & Bassett
4 OZ EXTRACTS
\$3 OFF

No. Six Depot
COFFEE & TEA
20% OFF

Green Mountain Creamery
32 OZ YOGURT
\$4.99

Guido's
ARBEQUINA OLIVE OIL
\$13.99

Bola
PACKAGED GRANOLA
\$1 OFF

Van Leeuwen
ICE CREAM
\$5.99

Black & Bolyard
BROWN BUTTER
\$1 OFF

Töst
SPARKLING BEVERAGE
\$5.99

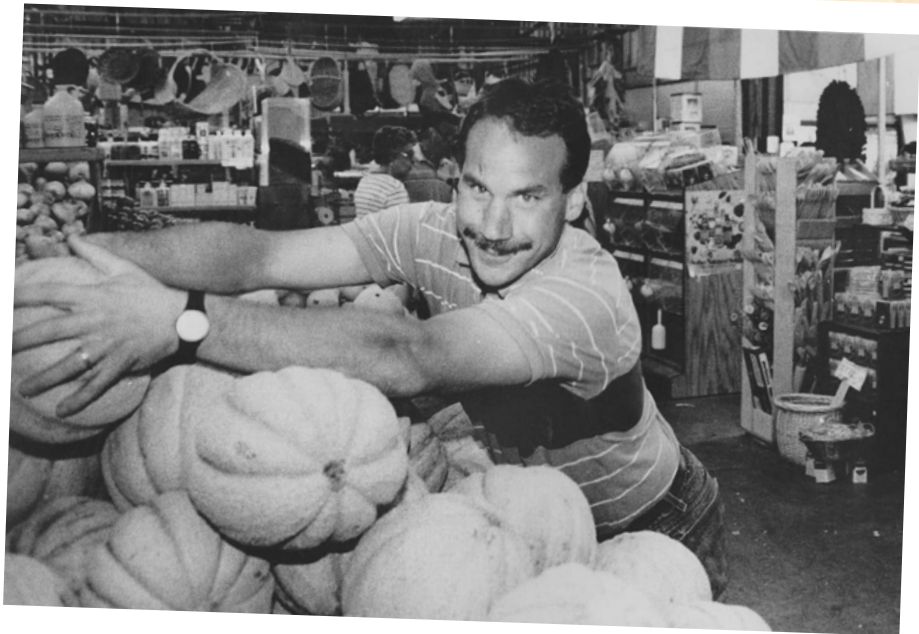
To Matt and Chris,

Last month, we put out the call for your stories and memories of the last 45 years of Guido's with Matt and Chris. You all delivered, and we'll be sharing your kind words online and in the stores all month long. Thanks for helping us create a love-filled send-off for Matt and Chris as they enjoy their well-deserved retirement!



Matt and Chris always make staff and customers feel like family! I can't even begin to say how grateful I am for the experiences I had at my time working for them. Guido's will always feel like home.

-Zach S.



I can't say enough of how Guido's has always stepped up to the right way to do business and support the local community. The Deutch family thanks Chris and Matt and wish them all the best in their future travels in life.

-Joanna D.



I have been a loyal Guido's customer since Matt and Chris opened the produce stand up the road from the Pittsfield store in 1979. I was a young housewife with two youngsters looking for some healthy food for my family. Well, here I am... with a grandson who is now flying an airplane! But my quest for good quality food in a place that feels like family always ends at Guido's. Matt and Chris have always set the tone with their hellos, their hard work on the scene, and their generosity to the community. No matter where I go in my travels, I have never found a place like Guido's. I will miss seeing the brothers in the stores but I am so grateful that the family will continue the tradition. Thank you, Matt and Chris!

-Barbara P.



I was a frequent flyer at the original stand back in the early 1980's, in my days as a nurse at Berkshire Medical Center. I was one of the lucky ones who would get some of the good venison stew Chris and Matt had simmering in the back room during hunting season. I live east of the Berkshires now but stop at Guido's whenever I can during family visits. There have been a few changes since the seasonal stand, but it's still wonderful!

-Laura S.

With Love

The People's Pantry in Great Barrington is deeply appreciative of what Matt, Chris, and all of the Guido's team has done over many years to help fight food insecurity in our community. Their approach has always been, "what else can we do for you?" Matt and Chris embody the notion of community. We are all neighbors and need to care for each other.

We thank Matt and Chris for creating the Berkshire institution that their dream has become. We wish them all the best in their retirement, though we can't imagine them sitting too long in front of the fire doing Sudokus. Matt is already snooping around the Pantry, rearranging our shelves. We thank you, and the community thanks you.

-Diane P.



Congratulations to both of you! Selling you rhubarb at the first store was a great experience. Love your store and will miss seeing you guys!

-Janice Z.



This place has brought me joy since I can remember, and the growth while remaining true to its earliest principles has been remarkable! Many congratulations and much gratitude on a wonderful idea and a well deserved next phase!

-Jerad K.



I recently brought family from out of town to the GB location....I mentioned that it's a small, family owned store and that the man who handed them the cupcake sample on the way in was actually the OWNER, and the friendly guy in produce is his son! Anyway, I love being able to say that. It's an important factor these days when everything feels so computer-generated and operated. Thanks for being here & making food shopping a joy!

-Hilary V.

Chris and Matt, your legacy is not simply in the business you built but the culture you have created. You have empowered your team and now your kids to take the passion that has defined Guido's for the past 4+ decades. You have built arguably one of the best markets in the Northeast and we are excited for what's ahead. Your dedication and commitment to your people and business are truly exemplary. I hope that your retirement is fulfilling and you find the time to pause and appreciate how special of a place you have built.

-Jeremy and the team at Chex Foods



My favorite Matt and Chris story revolves around one phrase whenever we remember stories of their dad, Guido, like when he used to hold up the entire checkout line just to get candy for my little son. Guido taught us, "Never forget where you came from..."

-Michael M.

SAVE!
Mazzeo's
monthly specials

BEEF

steaks or whole cut-to-order roasts 11 lb average

PRIME NY STRIP
\$13.99/lb

BLACK ANGUS \$11.99/lb

SIRLOIN "SPOON ROAST"
100% Grass Fed Natural Angus
\$14.99/lb

NOW TAKING ORDERS FOR
PRIME RIB EYE ROAST

BONELESS RIB ROAST

BEEF TENDERLOIN

"KUROBUTA" BERKSHIRE
HERITAGE BREED NATURAL PORK
BONELESS PORK LOIN ROAST
\$7.99/lb

FRENCHED PORK RIB ROAST
\$13.99/lb

WHOLE 7-RIB FRENCHED RIB
\$12.99/lb

D'ARTAGNAN BONE-IN HAM
\$9.99/lb

OTHER FAVORITES
FRENCHED RACK OF LAMB
LEGS OF LAMB

VEAL SHANK "OSSO BUCO"

FRESH VERMONT TURKEY

FRESH DUCK

VEAL, CHICKEN, AND PORK CUTLETS

FRESH FISH & SEAFOOD ARE
DELIVERED 6 DAYS A WEEK.

December 1–31

Café Rena



'Tis the season for our favorite holiday cuppa-

THE EGGNOG LATTE

Get ready for steamed local High Lawn Farm egnog over espresso sprinkled with nutmeg. You'll want December to last all year!

Save 50¢

PREORDER

Prepared Food & Baked Goods:

Our stores have all your holiday favorites made fresh. Both Hanukkah and Christmas menus will be available for preorder.
Guido's Kitchen in Pittsfield: 413-442-9912 x1172
Guido's Kitchen in GB: 413-528-9255 x3390
Guido's Bakery in GB: 413-528-9255 x3348

Meat & Seafood:

Mazzeo's Meat & Seafood has a wide variety of roasts, hams, and holiday poultry.
In Pittsfield: 413-442-2222
In Great Barrington: 413-528-4488

Bella Flora:

Fresh floral arrangements, holiday greenery, & gift baskets. Bella Flora offers local delivery. Visit Bellafloraberkschires.com



BELLA FLORA

DECK THE HALLS
WITH BELLA FLORA
GREENERY!

Stop by for fresh greenery, swags, holiday gifts, gift baskets, centerpieces, and all things Fraser fir. Call to place an order!

In Pittsfield: 413-496-8242
In Great Barrington: 413-528-1581



Urban Moonshine
has returned!



One of our favorite herbal brands is back on the shelf with a brand-new look. **Urban Moonshine** is an independently owned and woman-led company with a full line of high-quality organic herbalist-formulated blends. We especially love their digestive bitters, which are perfect to keep at the ready during the holiday season.

How do bitters work? It's all about the bitter flavor! When you taste the challenging flavor of bitterness, you strengthen your digestive response and enhance the secretion of the body's natural digestive enzymes. This process can help improve digestion, reduce gas, bloating, and heartburn, and improve skin*.

Urban Moonshine Bitters make great stocking stuffers, too!

*The Food and Drug Administration has not evaluated the statements on this page. This product is not intended to diagnose, treat, cure, or prevent any disease.



WINE DEPARTMENT
BRING ON THE BUBBLES

PRIMA PERLA

PROSECCO

Veneto, Italy

\$10.99, or 2 for \$20

Light straw in color, fruity bouquet with delicate hints of pear, peach, green melon, citrus, orange, and lime zest. Delicate effervescence, crisp acidity, light body, with a palate-cleansing, clean finish. Excellent as an aperitif. Also goes well with a light first course, seafood, and white meat.



THE CHEF'S SHOP
in the Berkshires
since 1991

It blends, it chops, it purees like a dream! Pick up our favorite Vitamix models and score big savings.

Sale runs through 12/24, In GB only

GUIDO'S
FRESH
MARKETPLACE

BELLA FLORA

Mazzeo's
meat & seafood
at Guido's in Pittsfield & Great Barrington, MA

THE CHEF'S SHOP
in the Berkshires
since 1991