YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES

FEBRUARY When was the MARKETPLACE **VOLUME 6 / ISSUE 9** FEBRUARY 1-29, 2024

last time you bought yourself flowers?

Is it part of your weekly routine to find the bouquet that calls to you? Or do they feel more special when gifteda rainbow chosen just for you? However those flowers reach your table, there is something transcendent about the life they bring to any space, especially in this deepest freeze of the Berkshire winter.

This month, our resident florist Bella Flora will be sourcing and bringing in some of their most stunning blooms of the year. Look for delicate Ethiopian roses of every color, the first technicolor waves of Vanco Island tulips, and gorgeous floral varieties that will brighten your space and inspire your sense of beauty. In the days leading up to Valentine's Day, you'll see the Bella Flora delivery vehicle zipping around the county, ferrying arrangements from morning till night. Maybe one will be headed to your house? Or better yet, take matters into your own hands and make February a flower-packed month! Add "bouquet" to your next shopping list and pick out the bunch that calls to you. This is, after all, the perfect month to treat yourself as you would a lover or a dear friend. We have everything you need for a love-packed month.

Read on for the best of February in our stores!

STAFF PROFILE



Meet Ella Arena, Guido's new CFO!

December 2023 marked the retirement of our co-founders Matt and Chris, but it also brought the retirement of our longtime Chief Financial Officer, Jo-Anne Dooley. Since her arrival at Guido's in 1996, Jo-Anne's level-headed wisdom, financial savvy, and community-minded leadership wove its way through everything from product mix to employee satisfaction to community support. Jo-Anne's shoes seemed impossible to fill, but nearly a year and a half ago, Jo-Anne herself reached out to Ella Arena to see if she was up for interviewing for the position. At the time, Ella, daughter of Guido's Kitchen administrator Ginny Casey, was on maternity leave from her position at Berkshire Eye Center. She was a natural fit in every way, and joined the Guido's team in September of 2022 to embark on 16 months of training directly with Jo-Anne.

Ella, a lifelong Berkshire resident, is an avid runner, and she loves cooking and baking with her husband and two kiddos, Avery, 3, and Lincoln, 11/2.

We are over the moon for this opportunity to grow and work under Ella's steady leadership and guidance. Ella, welcome to the Guido's family!

Join us for The Guido's Cookbook Club!

Here's how it works:

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

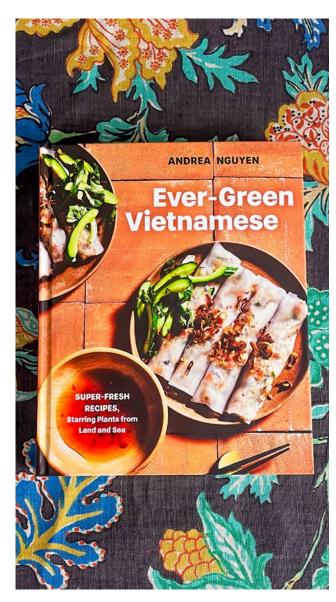
Email Alana at achernila@ guidosfreshmarketplace.com to RSVP and tell us which dish you'll bring.

Come to the Great Barrington store at 7pm on Thursday, February 29. 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.

Space is limited, so RSVP early!

This month's book is:

Ever-Green Vietnamese: Super-fresh Recipes Starring Plants from Land and Sea By Andrea Nauyen



We hope you'll join us!

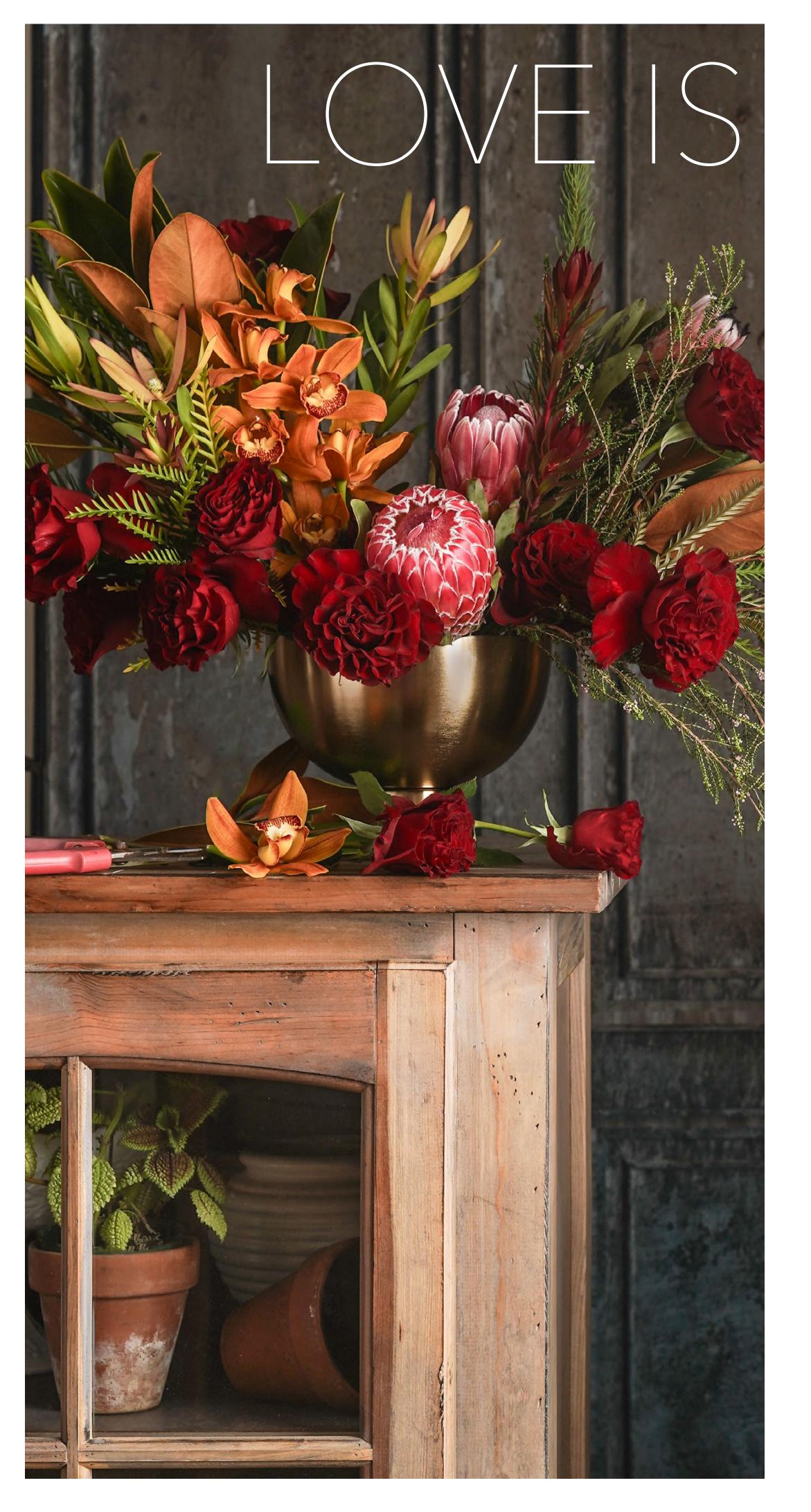
\$3.99



\$25.99

20% OFF

2 for \$7







PORK TENDERLOIN \$6.99/lb

PORK TENDERLOIN CUTLETS perfect for schnitzel! \$6.99/lb

PRIME BEEF BONELESS
SIRLOIN STEAK
\$12.99/lb

PRIME BEEF BONELESS SPOON ROAST \$9.99/lb

Are you cooking a special meal for your love on Valentine's Day? Mazzeo's has custom-cut steaks, gorgeous fresh fish, and everything you need for a perfect date at home.

February 1-29

Café Rena



COFFEE + CHOCOLATE = THE PERFECT MATCH!

Enjoy our **MOCHA LATTE**

all month long at a sweet deal. Made with Ghirardelli mocha sauce, Six Depot espresso, High Lawn Farm milk, and a sprinkle of cocoa powder.

SAVE 50¢

bakery



There's a new house-made bread in the GB bakery!
Our **Muesli Sourdough** loaf is packed with whole grains, seeds, and dried fruit, and when it comes to toast, this bread is THE QUEEN.

SAVE \$1

IN GREAT BARRINGTON ONLY



With all the talk of hearts this month, it is a great time to focus on heart health! It's also officially American Heart Month, and our wellness team is sharing tips to help you support this wonderful organ.

Supplements to support heart health:

Red Yeast Rice, CoQ10, Magnesium, Omega 3 Fish Oil, Resveratrol, Cod Liver Oil, Fiber

Heart-friendly herbs & roots:

Hawthorne, Garlic, Green Tea, Hibiscus, Olive Leaf, Turmeric, Ginger

Essential oils:

Lavender, Ylang Ylang, Jasmine, Frankincense, Rose

Daily practices that can support the heart:

Meditation, Deep Breathing, Yoga, Free Movement, Walking

WINE DEPARTMENT VINE & DINE SELECTION



BORDÓN CREANZA 2019

Rioja, Spain **\$12.99, save \$3**

Bright cherry red in color with red fruit overtones present in the nose. Smoky with hints of licorice. Clean, tasty, fresh, and balanced in the mouth. The wine has a lengthy finish, both fruity and spicy. Enjoy with grilled meat, pasta, sheep cheese, and fried food.

NEW! WHAT'S DAN COOKING?



Every Friday from 1 pm-4 pm in Great Barrington, Chef Dan Smith (of John Andrews fame) will be sampling a new recipe every week based on our

sampling a new recipe every week base favorite fresh ingredients in the store.

Stop by our tasting kitchen as you shop-Dan will be there to offer dinner inspiration and delicious samples. You can even pick up a recipe card to make Dan's recipe at home. Follow us on Instagram to see what he's cooking!







