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# When we started

the Great Barrington renovation in early 2021 we optimistically reported that the project would be complete in the fall of 2022. The plan was that we wouldn't close for even a day, and in the end, the store would be twice its original size, including a brand new bakery, kitchen, and café. Looking back on the last three years, it's hard to remember the stops along the way. Remember the porta-potties in the parking lot? The trench in the middle of the store the size of a small swimming pool? The constantly-changing location of every single grocery item? It was a Project with a capital "P" for sure, but now, as we stand on the other side, it all feels worth it. We need only to sit in Café Rena on any day at lunchtime and watch the tables fill with families and folks on their lunch breaks warming themselves by the fireplace, and it feels like the dreams we discussed around a table years ago have really come true. Of course, we couldn't have gotten here without you. Your patience and positivity got us through this project, and for that we say THANK YOU! We can't wait to celebrate with you all this month.

**Read on for the best of April in our stores!**



## In Loving Memory of Nancy Ellen Curtiss *November 3, 1962 - March 5, 2024*

In the 22 years that Nancy worked at Guido's, she was "Mother Hen" to countless employees, a favorite face to see for countless customers, and a deeply reliable center of calm, kindness, and comfort to all. Nancy was always willing to lend a hand and would listen closely and offer advice carefully. She was a true leader, often taking new employees under her wing to guide them as they acclimated to the store. She did all this with a quiet and infectious sense of humor, her lips always turned up in a small smile that reminded us all not to take things too seriously. Nothing brought more joy to Nancy than her grandson, Ethan. She would often share pictures and stories about her days with Ethan and you could see in her expressions just how much he meant to her. That love extended to every little one who came into the store, too. Her excitement and enthusiasm made even the tiniest Guido's shoppers feel welcome in the aisles. As Cameron Pease, General Manager in Great Barrington, shared in the week after she died: "Nancy was a friend to all but a mother to many. She left an impact on our community that will not be forgotten. Luckily there is no shortage of memories and stories that will bring us back and remind us of Nancy's warm presence that left her mark on each of us."

We ask those who were touched by Nancy to consider a gift to Shriners Children's New England Pediatric Specialty Care in her honor.

## April Produce Pick **FIDDLEHEADS**

Fiddleheads are the young shoots from the ostrich fern, and they're only available for a small amount of time. Some forage them, and others buy them at markets, but we always feel very lucky to have them at Guido's! Fiddleheads must be cooked to consume safely. How to best prepare them? Keep it simple, and sauté or steam just after harvest. The flavor is pure SPRING.

## Order your seder feast today!

Guido's Kitchen is cooking up all your Passover favorites this month, including our famous matzo ball soup, gefilte fish terrine, and kugel. Head to our website to check out the full menu.

Preorder by April 18. Pickup will be available starting April 20.

Place your order in store or call:  
In Pittsfield: 413-442-9912 x1172  
In Great Barrington: 413-528-9255 x3360



## GROCERY GREAT 8 for April

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



**BULK**  
select varieties  
**10% OFF**



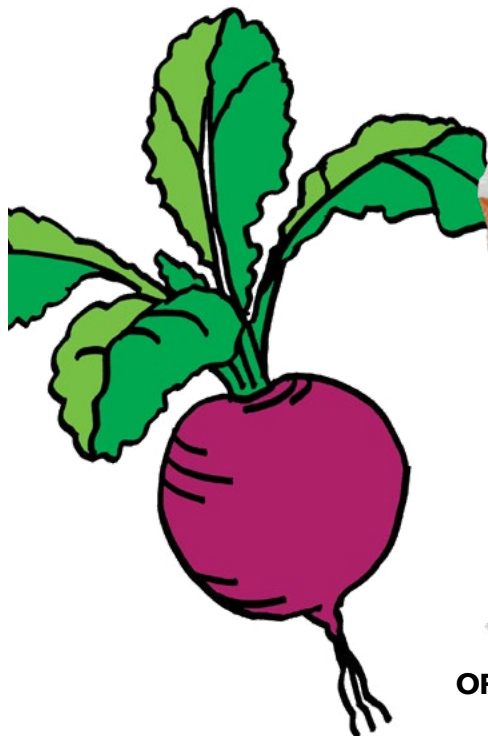
Small Town Cultures  
**FERMENTED VEGETABLES**  
**\$4.99**



Truffles by Tarah  
**CHOCOLATE TRUFFLES**  
**\$12.99**



Bjorn Qorn  
**POPCORN**  
select varieties  
**2 for \$7**



Nature's Path  
**ORGANIC ECO-PAC CEREAL**  
**15% OFF**



SideHill Farm  
**ORGANIC YOGURT**  
select varieties  
**\$3.99**



Dumpling Daughter  
**FROZEN DUMPLINGS**  
**\$5.49**



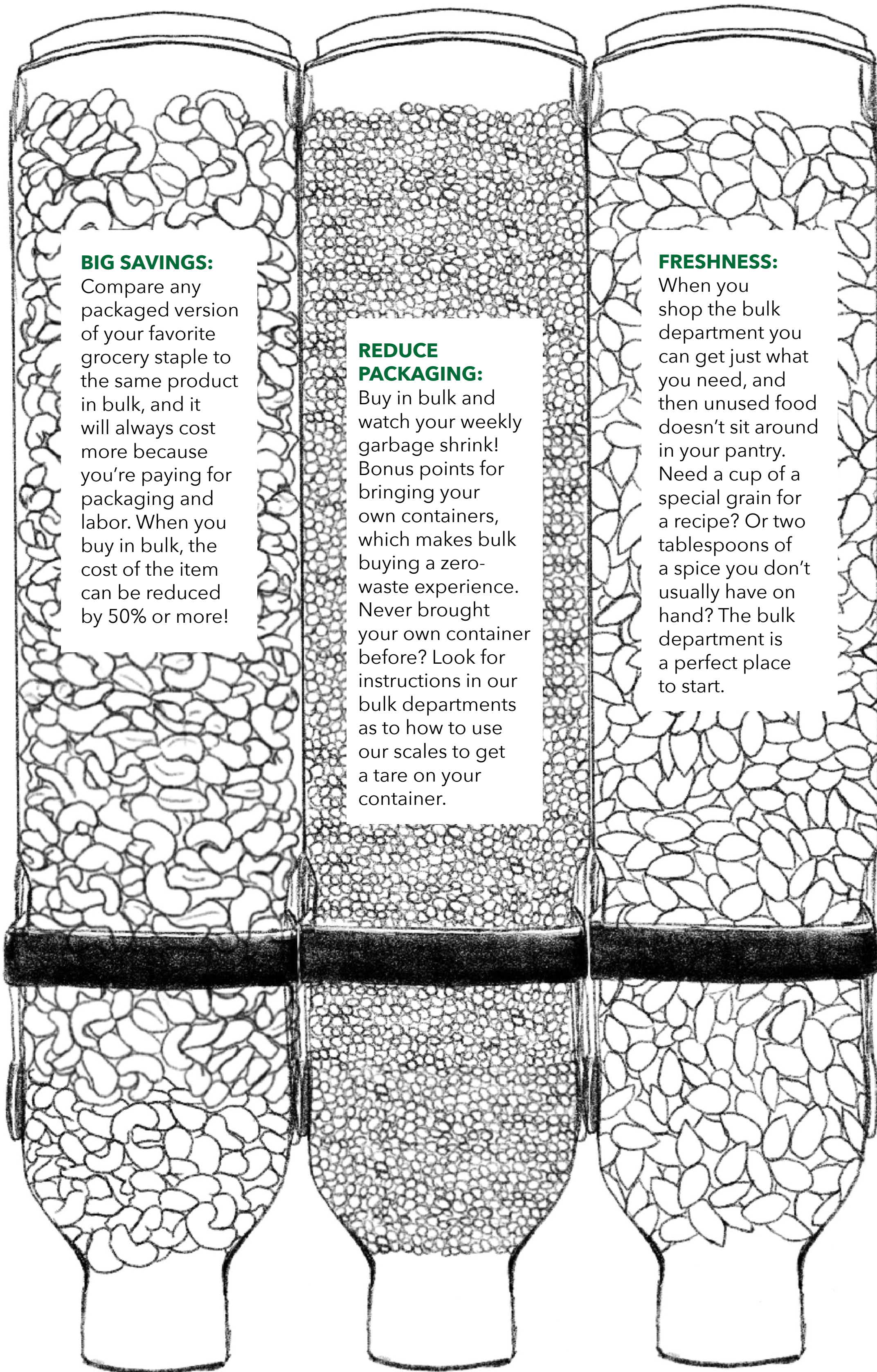
Hudson Valley  
**VINEGAR**  
**15% OFF**



# THE BEAUTY OF BUYING IN BULK

**Earth Day is April 22, and we're celebrating with 10% off\* bulk items in the stores all month long.**

It's a perfect time to stock up, save, and dive deeper into our extensive bulk offerings. Here are a few things we love about buying bulk at Guido's.



## **BIG SAVINGS:**

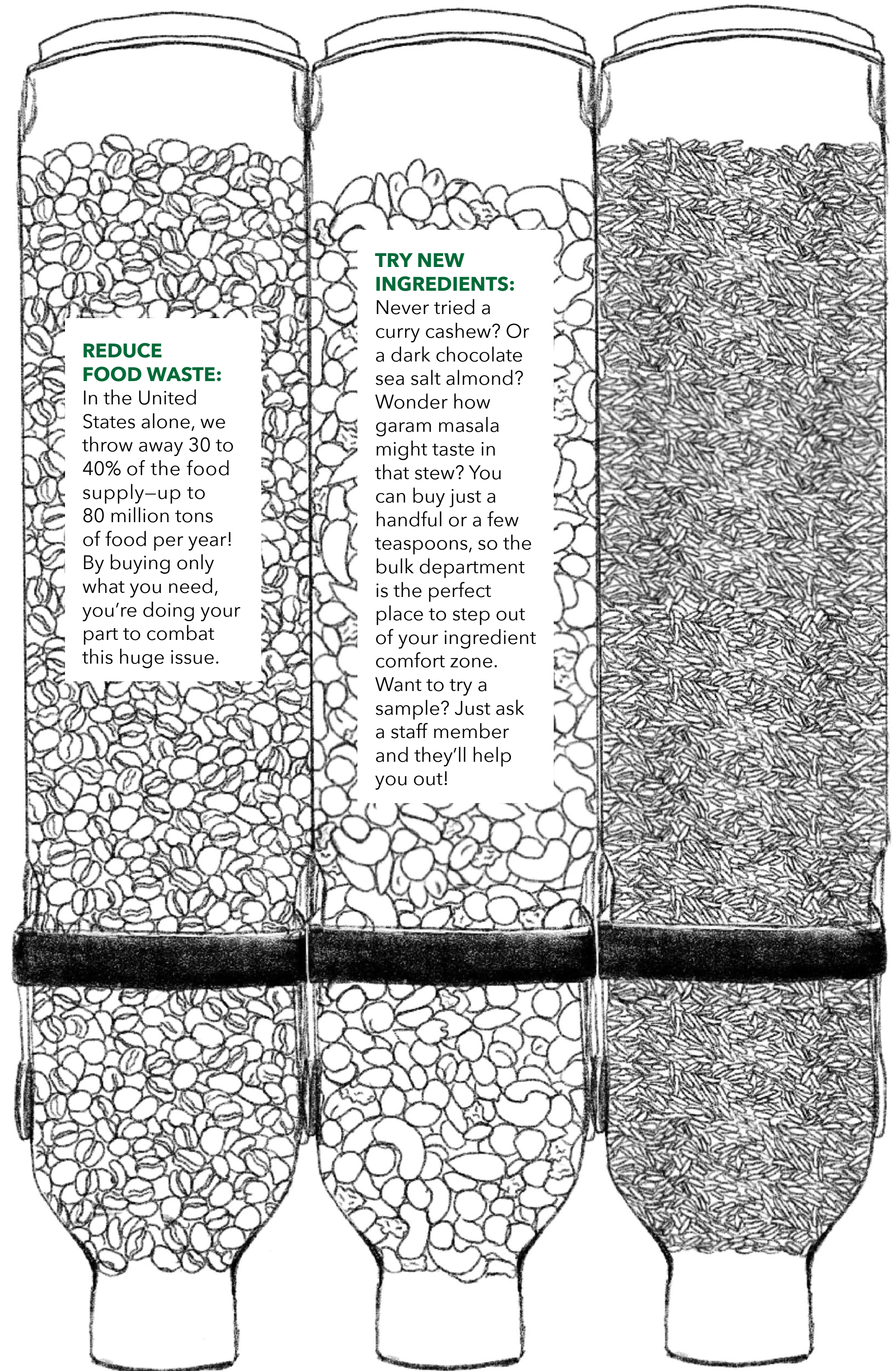
Compare any packaged version of your favorite grocery staple to the same product in bulk, and it will always cost more because you're paying for packaging and labor. When you buy in bulk, the cost of the item can be reduced by 50% or more!

## **REDUCE PACKAGING:**

Buy in bulk and watch your weekly garbage shrink! Bonus points for bringing your own containers, which makes bulk buying a zero-waste experience. Never brought your own container before? Look for instructions in our bulk departments as to how to use our scales to get a tare on your container.

## **FRESHNESS:**

When you shop the bulk department you can get just what you need, and then unused food doesn't sit around in your pantry. Need a cup of a special grain for a recipe? Or two tablespoons of a spice you don't usually have on hand? The bulk department is a perfect place to start.



## **REDUCE FOOD WASTE:**

In the United States alone, we throw away 30 to 40% of the food supply—up to 80 million tons of food per year! By buying only what you need, you're doing your part to combat this huge issue.

## **TRY NEW INGREDIENTS:**

Never tried a curry cashew? Or a dark chocolate sea salt almond? Wonder how garam masala might taste in that stew? You can buy just a handful or a few teaspoons, so the bulk department is the perfect place to step out of your ingredient comfort zone. Want to try a sample? Just ask a staff member and they'll help you out!

\*excludes packaged bulk and special orders.



**SAVE!**  
**Mazzeo's**  
**monthly specials**

**WHAT IS KUROBUTA PORK, AND WHY IS IT SPECIAL?**

- The Kurobuta breed (also known as Berkshire) is rooted in old lines with traditional genetics lending itself to a more marbled meat. The flavor is exceptional! The meat tastes sweeter than mainstream pork, with extraordinary marbling & tenderness.
- All hogs are humanely raised outdoors on family farms. They have continuous outdoor access during daylight hours with no cages, crates, or stalls – ever. They never receive antibiotics, which is better for the animals, the environment, and you.
- Our Kurobuta Pork is third-party certified with the animals' welfare as the primary focus under the Global Animal Partnership.

**KUROBUTA BONELESS PORK LOIN CHOPS OR ROASTS**  
**\$7.99/lb**

**STOCK UP AND SAVE ON 85% LEAN GROUND BEEF!**  
**\$3.99/lb when you buy 5 lbs or more**

**Café Rena**



**GOT A CASE OF SPRING FEVER?**

We've got a drink for that! Our drink of the month has local honey, apple cider vinegar, pineapple juice, orange juice, filtered water, and a lemon wedge served over ice.

**save 50¢**



**We're all about liver love this month! Here are some of our favorite liver-supporting supplements:**

**Guido's Liver Detox Complex:** Fennel seed, milk thistle, methionine, burdock root, artichoke, and milk thistle help to restore liver imbalances and maintain healthy liver function.

**Urban Moonshine Healthy Liver Bitters:** This herbal tincture promotes normal detox and healthy liver function, optimizes digestion, and encourages the healthy production and release of bile.

**Host Defense MycoBotanicals Liver:** Combines chaga, mesima, reishi, turkey tail, turmeric, milk thistle, and black pepper to promote healthy liver function and detoxification.

**GUIDO'S kitchen**



**APRIL JUICY DEAL**  
**Farmers and Cooks**  
**Simple Ham**

A single pork top round, lightly smoked with brown sugar. Farmers and Cooks' natural update on the classic Virginia-style ham.

**\$12.99/lb, save \$2/lb**

**EARTH MONTH GIVEAWAY!**

To celebrate Earth Month, Nature's Path is offering one Lomi Bloom Countertop Composter in each Guido's location. That's a \$600 value! Look for your chance to enter in the stores all month long.



No purchase is necessary to enter. See in store for details.



**DON'T MISS OUR GREAT BARRINGTON RENOVATION CELEBRATION**

**SATURDAY**  
**APRIL**  
**20<sup>TH</sup>**  
**10 AM - 6 PM**

**WITH 10% OFF\* AND A COME AGAIN COUPON, LOTS OF GOODIES, CHANCES TO WIN, AND MORE!**

\*RESTRICTIONS APPLY SEE IN-STORE FOR DETAILS

**NEW! LOCAL! CHOCOLATE!**

We are thrilled to introduce **Truffles by Tarah**, a new artisanal truffle line available in both Guido's locations. From Tarah: "Truffles by Tarah creates handmade chocolate truffles with unique flavors using locally sourced ingredients that help transport customers to the Berkshire Mountains with every bite. Food, especially sweets, has a way of connecting people to memories of good times and good friends. Truffles by Tarah aims to help remind Berkshire natives why we love it here, and remind visitors why the Berkshires are such a great place to visit... hopefully encouraging them to return again and again."

Look for four special boxes, all on Juicy Deal this month: **Berkshire Collection, Signature Box, Spring has Sprung**, and a special **Tarah X Guido's** box featuring some of Tarah's favorite Guido's-inspired flavors.



**WINE DEPARTMENT**  
**VINE & DINE SELECTION**

**ALLAN SCOTT SAUVIGNON BLANC**

from Marlborough, New Zealand

**\$12.99, save \$2**



Fresh, zesty, juicy, and full, this fruit-driven New World-style wine will excite the senses. Look for tropical fruit with a fresh herbaceous character balanced with zesty passionfruit and a dry finish. This crisp, refreshing wine shows the true terroir characteristics of the soil and area it comes from. Enjoy on its own or with fresh produce.

**Join us for The Guido's Cookbook Club!**

Here's how it works:

We pick a cookbook each month. You pick up that book from our stores at 20% off, find it at your favorite bookstore, or grab it from your local library.

Email Alana at [achernila@guidosfreshmarketplace.com](mailto:achernila@guidosfreshmarketplace.com) to RSVP and tell us which dish you'll bring. Space is limited, so register early.

**Come to the Great Barrington store at 7pm on Thursday, April 25.** Bring your dish and an ingredients listing. Then we'll gather together in Café Rena for an after-hours store potluck complete with lively conversation, great company, and wine tastings from Enoteca.

This month's book is:

*Ottolenghi Flavor*

by Yotam Ottolenghi

*We hope you'll join us!*

