YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES

GUIDO'S FRESH MARKETPLACE Est. 1979
VOLUME 9 / ISSUE 4
8/26 - 9/22/2026

SEPTEMBER

YOU TELL US ALL THE TIME.

Your visits to Guido's are positive and delicious because of the people that work alongside us. We couldn't agree more! As summer winds down, and we catch our collective breath, we want to take this opportunity to give a very big shout out to the folks who work in our stores.

Our team makes us proud beyond measure. It is because of them that something very special happens inside our stores. Each and every day, we are humbled to be a part of a remarkable group of people. We are all a part of team work of the highest order. We are inspired by our co-workers' wisdom, energy, talent, devotion, kindness, good humor, and willingness to go the extra mile. Always.

Another distinguishing feature of Guido's is our "family of businesses" model. Our thanks to the outstanding partners that operate within our stores. Bella Flora, Mazzeo's Meat & Seafood and The Chef's Shop bring first-class offerings to all of us who work and shop at Guido's. Icing on the cake!

Our stores will be closed on Monday, September 7, Labor Day. We know you share our sentiments – there's no crew more deserving of a day of rest.



Thank you all for being a part of the Guido's family!

Nick Masiero Anna Masiero Luke Masiero
Owner's, Guido's Fresh Marketplace

Read on for the best of September in our stores!



Please join us this month in supporting Berkshire Grown

Since 2003, Berkshire Grown has connected local farmers with consumers, promoted local food and provided fresh, local food to individuals facing food insecurity. The organization aims to build a just, resilient local food system that ensures all community members have access to culturally relevant food, even in times of disruption. By supporting diverse and profitable local farms, Berkshire Grown strengthens the agricultural community. Its work includes educational programs and technical assistance for farmers, advocating for local agriculture and purchasing hundreds of thousands of dollars in local food for its food access programs, which feed 14,000 individuals weekly through 41 food access sites.

To learn more, go to https://berkshiregrown.org/

We have hundreds of great Juicy Deals on our shelves every month, but only a few of them get the prized label of JUICIER DEAL. These are our very favorite sales we absolutely don't want you to miss. Be sure to take advantage of the first batch of deals before they shift mid-month!

JUICIER DEALS 8/26-9/9



Bola
GRANOLA
all 12-16-oz varieties
$1.50 OFF



EO
HAND SANITZER WISPES
10-ct variety only
$2.99



Vista Hermosa
TORTILLA CHIPS
all 9-oz varieties
$4.99



Guido's
ARBEQUINA EVOO
single 750-ml variety only
$14.99



Lake Champlain
CHOCOLATE BARS
all varieties
20% OFF



Stellar
PRETZELS
all 12-oz varieties
$5.29



Bianco DiNapoli
CANNED TOMATOES
all 14.5-oz varieties
2 FOR $5



Popzup
POPCORN
all 5-oz varieties
$5.99

JUICIER DEALS 9/10–9/22



South of France
HAND WASH
all 8-oz varieties
2 for $7



Jesse & Ben's
FRENCH FRIES
all varieties
$6.99



Compagnia Sanremo
BRONZE DIE PASTA
all 16-oz varieties
$4.99



Tierra Farm
RAW PUMPKIN SEEDS
bulk bin #211 only
$6.99/LB



High Lawn Farm
MILK
all 1/2 gallon varieties
$4.39



Field Day
ORGANIC APPLE SAUCE
all 24-oz varieties
$3.99



Xochitl
TORTILLA CHIPS
all 16-oz varieties
$3.99



Culture Pop
PROBIOTIC SODA
all 12-oz 4-pk varieties
$5.99

LOVING OUR LOCAL FARMS

What makes September at Guido's so special? The answer lies just outside our doors, in the fields and farms of the Berkshires and beyond. There, dedicated farmers work in quiet partnership with the land, restoring the soil, safeguarding the landscape, and championing a more equitable food system. This month, we pause to honor these growers, and to share the stories of the farms whose devotion brings their harvest to our community's table.

WOVEN ROOTS FARM
Tyringham, MA

photos on the left page taken at Woven Roots Farm



Woven Roots is a Community Supported Agriculture (CSA) program and education center rooted in traditional farming practices, with a deep and abiding commitment to equitable food access. Co-founded by Jen and Pete Salinetti in 2005, this family farm employs no-till, hand-scale production methods that sequester carbon while cultivating nutrient-dense vegetables of remarkable flavor.

In 2019, Woven Roots launched its Solidarity Share program in partnership with its sibling farm, Finca Luna Búho, described as "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."

With the support of Berkshire Grown, Jen and Pete were able to construct a barn that has become a vital extension of their farm. The space allows them to offer their fresh vegetables alongside goods from local producers through their new farm store, while also serving as a welcoming gathering place for the broader community. The barn's construction was itself a testament to local collaboration: Will Conklin of Greenagers milled and provided the wood through his business, Konkapot Tree & Timber, ensuring that the very structure was built with local materials sourced and shaped by a friend and neighbor. In this way, the barn stands not only as a home for the farm's offerings, but as a true reflection of community effort and support.









TED'S GREENS FARM
Sheffield, MA

photos on the top right page taken at Ted's Greens Farm



Long before mesclun became a supermarket staple, Ted Dobson was down the road in Sheffield, Massachusetts, quietly redefining what a salad could be. As the visionary behind Equinox Farm, Ted became one of our very first local partners back in 1984.

With an artist's eye and a farmer's patience, Ted spent decades blending peppery mustards, delicate baby lettuces, and tender herbs into mixes that were as beautiful as they were delicious — helping pioneer the modern mesclun mix and teaching us that a salad could be complex, seasonal, and alive with contrast.

We feel endlessly lucky to have had Ted's greens as part of our story from the very beginning. His legacy lives on every time someone tastes a mix of tender young greens and finds something a little more interesting than they expected.





WILD & CULTIVATED FARM
Sheffield, MA

Tucked into the rolling hills of the Berkshires, Wild & Cultivated is a flower farm built on seasonality, care, and an unapologetic love of color. At its heart is Anna Mack, whose hands have shaped this land into a living palette of blooms, from the first tulips of spring to the last dahlias of fall.

Since 1997, Anna has partnered with Bella Flora, Guido's resident full-service florist, bringing her farm-grown flowers into their arrangements and bouquets. Nearly three decades on, that relationship remains a quiet constant. Anna grows with intention in Sheffield, and her flowers find their way into Bella Flora's designs for the whole community to enjoy.

At Wild & Cultivated, every stem tells a story of place and devotion.







photos on the bottom right page taken at Wild & Cultivated Farm

SAVE!

Mazzeo's

monthly specials

MAZZEO'S OWN
7-OZ SIRLOIN BURGERS
$7.99/lb

BABYBACK PORK SPARE RIBS
$4.99/lb

FRESH JUMBO CHICKEN WINGS
$3.99/lb

FRESH WILD BLACK BASS
$19.99/lb

COD CAKES
$2.99/ea

August 26 - September 22

Café Rena

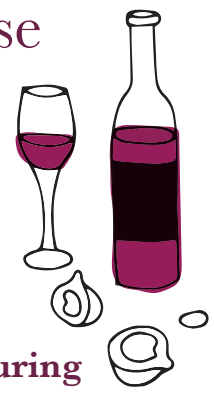
INTRODUCING OUR NEW CREAM SODA!



A quiet indulgence: local maple syrup and vanilla syrup, layered with delicate seltzer and poured over ice in a generous 16-oz cup. Smooth, subtly sweet, and effortlessly refreshing. Available now.

SAVE 50¢
8/26 - 9/22

The Guido's Wine & Cheese Club is BACK!



Thursday, September 17
at 7pm in our Great Barrington Store

A Loire Affair: This month, we'll be featuring wine and cheese of the Loire Valley, France.
Together we'll sample five perfect pairings led by Franck Seguin of Ideal Wines and Caroline Deboos of Mons Fromager-Affineur.

Visit https://events.humanitix.com/guidoswineandcheese or scan the QR code to grab your ticket. $30 per seat. Space is limited!

WE WANT TO RAISE MONEY FOR YOU!!

ROUNDING UP AT CHECKOUT

Would you like your organization to be considered for next year's Round Up schedule?

Applications for 2027 close on September 30!

Get yours in at guidosfreshmarketplace.com/round-up-at-checkout/.

WINE, BEER, & SPIRITS

OUR GREAT BARRINGTON SELECTION



Denthis
STAMNAKI ASSYRTIKO
Peloponnese, Greece
$18.99

Stamnaki Assyrtiko brings a fresh, food-friendly take on Greece's signature white grape, grown in the Peloponnese. Organically farmed by small family growers and fermented in stainless steel with no oak or malolactic conversion, it pours juicy and approachable, with lemon zest, green apple, and honeydew backed by the variety's signature saline minerality and lively acidity. It's a versatile, easy-drinking expression of Assyrtiko. Pairs beautifully with grilled fish, feta, or just on its own on a warm evening.

Cookbook Club Returns!

Here's how it works:

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

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

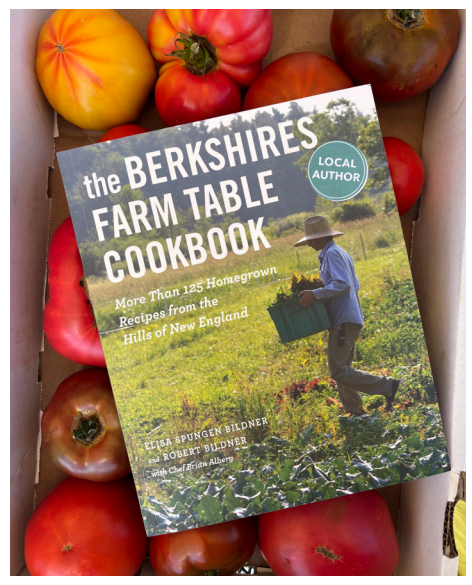
Come to the Great Barrington store at 7 pm on Thursday, September 24th. Bring your dish and an ingredients listing. Then we'll gather together for an after-hours store potluck complete with great conversation, great company, and wine picks from Enoteca.

This month's book is:

The Berkshires Farm Table Cookbook Second Edition, by Elisa Spungen Bildner and Robert Bildner.

Elisa and Rob will be our special guests at our potluck!

We hope you'll join us!



WINE, BEER, & CIDERS

OUR PITTSFIELD SELECTION



DOMAINE BOUSQUET RESERVE
ORGANIC PINOT NOIR
Mendoza, Argentina
$12.99

Grown organically in Argentina's Uco Valley, this Pinot Noir has the bright, cool-climate character the region is known for. Expect aromas of cherry, and ripe raspberry, backed by soft, well-integrated tannins and a silky, medium-bodied finish. It's a versatile, food-friendly red that pairs beautifully with roasted salmon, mushroom dishes, or a simple grilled chicken.

BACK TO SCHOOL! KIDS IMMUNITY KIT



Don't forget to stop by our wellness department for these fall immunity essentials.



- **Nordic Naturals Probiotic Gummies:** Kids' probiotic to support gut health and immunity
- **Gaia Herbs Black Elderberry Syrup:** Elderberry for seasonal immune building
- **Beekeeper's Naturals Immune Support:** Vitamins C and vitamin D to help support healthy immunity
- **EO hand sanitizer wipes:** Hand sanitizer wipes or sprays in backpacks for transitions before snack or lunch time
- **Everyone Hand Soap:** Good old-fashioned handwashing, when kids get home

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BELLA FLORA

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

THE CHEF'S SHOP in the Berkshires since 1991