

APRIL

YOUR MONTHLY GUIDE
TO DELICIOUS DEALS
AND HAPPENINGS
THROUGHOUT OUR STORES

GUIDO'S
FRESH



EST. 1979

MARKETPLACE

VOLUME 1 / ISSUE 11

APR 1 - APR 30, 2019

The Rites of Spring have come again.

This year, Easter and Passover coincide, and we are stocked and ready with everything from asparagus (excellent for both Easter brunch and Passover seders) to matzo (artisan or everyday) to gorgeous flowers for your holiday table. At Guido's, we've come to call these holidays "The Rites of Spring," and they help to fully usher in the true shift of seasons. The time and space around a holiday, the family and friends surrounding the table, and the gentle inevitable shift of ice to mud to green all make this a month to look forward to. Here's to warmer temperatures, blooming trees, and the coming of a new season. Whatever your Rites of Spring, we hope the month is a great one for you.

Read on for the best of April in our stores!



LOOK for
the **BEET**
on products
throughout
our stores!

It tells you that the item is a great **VALUE**, helping you make the most of your **BUDGET**. We work hard to deliver real **QUALITY, FLAVOR** and **FRESHNESS** at the **RIGHT PRICE! While supplies last.**

MATT'S APRIL PRODUCE PICK



CHAMPAGNE MANGOS

“The arrival of the champagne mangos is cause for true celebration around the stores. Known for their creamy, never stringy texture and their delicious flavor, these mangos have a short season that is precious and sweet. Savor it!”

-MATT MASIERO

ABOUT GUIDO'S FRESH MARKETPLACE

Guido's Fresh Marketplace has been feeding an enthusiastic, smart, food-loving crowd for 40 years. What a delicious experience it has been!

When we started in 1979, our motivation was simple: We loved good food, and we were hungry for fresh and beautiful ingredients. This is still true today, and we remain steadfast in our collective dedication to bringing Guido's customers the very freshest, highest quality foods that we can find.



OUR APRIL RECIPE:

Mango Shrikand

What's the best way to eat a Champagne mango? Over the sink, with your sleeves rolled up! But if you'd like to turn this perfect fruit into a real dessert, this classic Indian recipe is a great option for something light and sweet at the end of the meal. It's traditionally made with homemade yogurt drained until thick and creamy, and you'll often find it flavored with saffron. But we've made it a quicker, simpler affair by using Greek yogurt and cardamom.



Serves 4 to 6

INGREDIENTS

2 Champagne mangos
1 ½ cups Greek yogurt (best if 2% or full-fat)
2 tablespoons powdered sugar, or more, to taste

1/8 teaspoon ground cardamom
Unsalted, roughly chopped pistachios, for serving

DIRECTIONS

1. Separate the flesh of the mangos from the skin and pit. An easy way to do this is to cut the “cheeks” off the mango and scoop the flesh out with a spoon. Put the flesh into a food processor or blender and puree until smooth.
2. Whisk the yogurt in a medium bowl until smooth and uniform. Stir in the mango puree, sugar, and cardamom. Taste, and add more sugar if you prefer a sweeter pudding. Chill for at least two hours.
3. Serve in small dishes, topped with pistachios.

Want to show your love to somebunny?



We're ready! Find all your spring gifts and treasures at...

BELLA FLORA

IN GUIDO'S PITTSFIELD: 1020 South St. 413-496-8242

IN GUIDO'S GB: 760 S. Main St. 413-528-1581

bellafloraberkshires.com



SAVE! **APRIL**
Mazzeo's
SPECIALS

M E A T

“Osso Bucco” (Pork Shanks) **\$5.99 lb**

Chimichurri Beef Tenderloin Skewers **\$12.99 lb**

D’artagnan “Kurobuta” Bone-in Applewood Smoked Ham **\$8.99 lb**

Grass-fed Australian Rack of Lamb **\$17.99 lb**

Free-range Chicken (Legs or Thighs) **\$2.49 lb**

Niman Ranch Colorado Pasture-raised Whole Semi-boneless
Leg of Lamb (5 lb avg) **\$9.99 lb**

S E A F O O D

Spence Nova Lox 4 oz **\$6.99 ea**

Mazzeo’s Own Seafood Salad **\$7.99 lb**

Seaweed or Hijiki Salad **\$9.99 lb**

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488
APRIL 1-30, 2019



Spring and early summer bring warmer temperatures, blooming trees, fields of wildflowers, and allergies. We love the first three, but could do without the last. Luckily our wellness team has a few trade secrets that might help. Start your regimen before allergy season begins, and your system might be more equipped to deal with the pollen as it flies through the air. Here are a few great ways to get ready for the season. Keep in mind that it's always a good idea to check in with your doctor before starting any herbal regimen.

1. Stinging nettles. This anti-inflammatory herb may be effective in reducing the symptoms of hay fever. Lisa Zeleny of our Pittsfield Wellness team has an infusion recipe she makes through the season:

Add 1 ounce of dried nettles to a quart mason jar. Fill the jar with boiling water and let it sit for at least 4 hours but up to overnight. Add a little raw honey after it cools slightly if you like it sweet. Drink 1 to 3 cups per day.

In the summer, Lisa adds some fresh mint from the garden and stores the jar in the fridge to make a refreshing drink. Delicious!

2. Raw local honey or bee pollen. Raw local honey has been used for generations as the natural home preventative remedy for allergies. Start with half a teaspoon, slowly working up to 1 tablespoon or so. Bee pollen has a similar effect. Start with 1 to 3 grains of pollen, gradually adding 1 to 2 pellets every few days until you reach a full teaspoon. If you are allergic to bee stings, it's best to stay away from raw honey and bee pollen.

3. Quercetin and Bromelain. This stellar supplement combo can provide great results. Quercetin is an anti-inflammatory antioxidant that stops cells from producing histamines. Bromelain is an enzyme found in the juice and stems of pineapples that can be helpful in reducing nasal swelling and thinning mucus. It also helps aid in Quercetin absorption.

Natural Foods Great **8** for April

There are over **800 products** on sale in our stores in April, and we've picked our very favorites. Don't forget to look for the **BEET** all month long!



High Lawn Farm

1/2 GAL. MILK

all varieties except chocolate

\$2.99



Our Own

FRESH CUT PASTA

all 12 oz varieties

2/\$6



Kalahari Biltong

AIR DRIED BEEF

all 2 oz varieties

\$4.99



Ecos

LAUNDRY DETERGENT

100 oz all varieties

\$9.99



Ooma Tesoro's
MARINARA SAUCE

26 oz

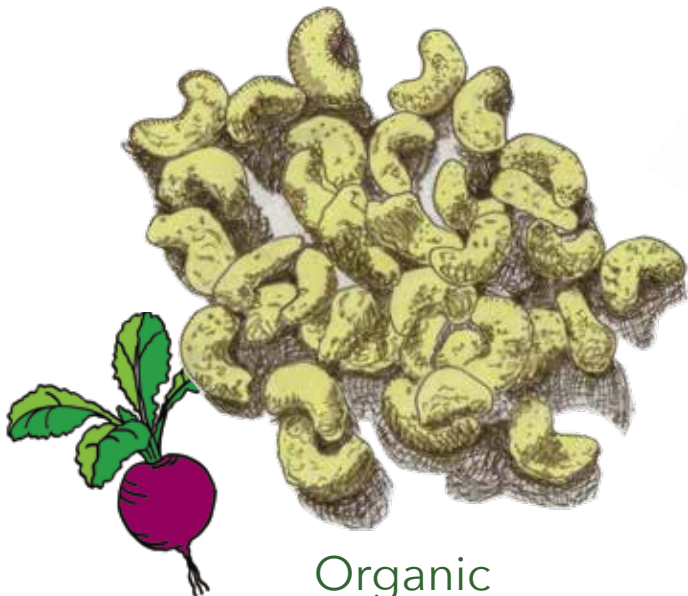
\$7.99



Amy's
BURRITOS

all 6 oz varieties

\$2/5



Organic
Bulk Roasted and Salted
CASHEWS AND ALMONDS

select varieties

20% off

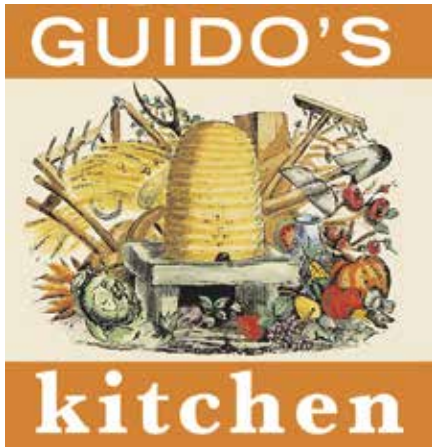


Endangered Species
CHOCOLATE BARS

all 3 oz varieties

2/\$4

GUIDO'S KITCHEN APRIL PICKS



"The Bird"
Signature Sandwich
\$7.99 You save \$3

Sweet Potato and Farro Salad
\$4.99 You save \$3/lb



"The Bird"
Grilled chicken,
avocado, cucumber,
arugula, red chili lime ranch dressing on baguette

ONLY IN PITTSFIELD

LA GROTTA APRIL JUICY DEALS



GUIDO'S FAVORITE
CHEESES &
PROVISIONS
from near and far



la grotta

Gourmino Slow Food **Emmentaler AOP** **Gotthelf**

The most traditional Emmentaler available! The Swiss cheesemaker creates his own cultures from the whey from each previous batch, only making two wheels a day to ensure the highest quality and adherence to tradition. It's made by hand every step of the way.

\$24.99/lb

You save \$2/lb

ONLY IN PITTSFIELD

PITTSFIELD CAFÉ APRIL DRINK OF THE MONTH

Put a spring in your step with the Pittsfield Café's **SPRING ZING**. Starring lemon, honey, Guido's own orange juice, pineapple juice, and Bragg's apple cider vinegar, this refreshing drink is served over ice.



\$2.99/ 16oz
you save \$.50



ONLY IN PITTSFIELD



SAVE the DATE

Mark your calendars for big doings in

SEPTEMBER 2019

when we'll be holding one heck of a

Customer Appreciation Month

to say a big thank you for 40 delicious years.

Enjoy discounts, deals, prizes, lots of cake and

ice cream, and extra special surprises.

THE MARKETPLACE SPECIALTY FOODS APRIL DEALS

20% off

DESTROOPER COOKIES

(Almond Thins, Butter Crisps, and Ginger Thins)



the Marketplace

EASTER EGG CAKE

Save 20% when you preorder!

The Easter Egg Cake serves up to 8 people. It is a moist chocolate cake filled with white chocolate mousse, all topped with a chocolate buttercream and chocolate ganache. The cake is made with Callebaut chocolate, Highlawn Farm dairy, and Cabot butter.

Regularly \$28.95, but 20% off if you preorder by April 14.

ONLY IN GREAT BARRINGTON



OUR APRIL PICK

Put on the kettle for tea, and bring style into the kitchen at the same time!

LE CREUSET TEA KETTLES

\$59.99

WINE DEPARTMENT

APRIL VINE & DINE SELECTION:



**Terra Noble
Sauvignon Blanc**
Valle del Maule, Chile
**\$9.99 per
bottle or 2/\$16.00**
SAVE \$3.98 on 2 bottles



Terra Noble has consistently produced high-quality wines that are a rich expression of the unique terroir of Chile. Their philosophy is to produce modern, high-quality wines with an incredible precision of style, elegant flavors, and aromas that exemplify the unique characteristics of each varietal. This Sauvignon Blanc offers a pale yellow color with greenish tones. It has attractive, fruity aromas with notes of grapefruit, honeydew melon and peach. It pairs beautifully with fish and poultry dishes with herb-based sauces made with basil, dill, or tarragon, as well as salads, shellfish, and soft cheeses.

**JOIN US IN THE STORES FOR WINE &
CHEESE TASTINGS EVERY WEEKEND**



“Regenerative Agriculture describes farming and grazing practices that, among other benefits, reverse climate change by rebuilding soil organic matter and restoring degraded soil biodiversity—resulting in both carbon drawdown and improving the water cycle.”

-The Carbon Underground and Regenerative Agriculture Initiative

Reverses climate change? You heard that right! Regenerative agriculture practices have the capacity to reverse the damage done, and that’s why we’re thrilled to support farmers and companies who are working hard to restore the soil. From companies like **General Mills** and **Lundberg** to local farms like **Woven Roots Farm** (pictured above), there’s a growing movement that gives consumers the power to begin to heal the soil through their buying decisions. Here are a few facts about regenerative agriculture:

- Regenerative agriculture pulls carbon from the air to store it in the soil, where it nourishes life.
- Regenerative practices include cover cropping, extended crop rotations, composting, and mobile animal shelters.
- Regenerative agriculture improves biodiversity.
- Regenerative agriculture leads to healthy soil capable of producing high quality, nutrient-dense food while simultaneously improving, rather than degrading land.
- Regenerative agriculture can increase food production, making it more possible to feed the world.
- Because it builds organic soil matter, regenerative agriculture helps to create drought-resistant soil.
- Regenerative agriculture can help to preserve traditional farming practices throughout the world.
- One-third of the earth’s surface is grasslands, 70% of which have been degraded. Regenerative agriculture can restore the earth’s grasslands.

Sources: regenerationinternational.org, annies.com/farm-to-yum/soil-matters, modernfarmer.com/2018/04/practicing-regenerative-agriculture/

STAFF PROFILES



Thank you, **MARK FROIO**! For eighteen years, you've built, fixed, created, supported, ordered, and installed everything that makes the stores run! Not only that, but you've done it with skill, kindness, and a whole lot of humor. How do we say goodbye to the guy who did everything behind the scenes? The stores simply would not be what they are without you, and we will all miss you terribly. Thank you for these wonderful 18 years. We wish you the best darn retirement. You deserve it!



JOHNATHAN JENKINS

Everything is better in the Pittsfield store when this super-staffer is in the house! Johnathan is a key member of our Front End team, bagging groceries, corralling shopping carts, and showering us all with his radiant smile and generous hugs. Ask him about music, Power Rangers, and his aunt Debbie. He loves them all!

SAVE the DATE

for the
SPRING

TRUCKLOAD SALE



Beep Beep!

The truck pulls up in GB

May 17 and 18

We'll see you in the stores!

IN PITTSFIELD: 1020 South St. 413-442-9912

IN GB: 760 S. Main St. 413-528-9255

guidosfreshmarketplace.com

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