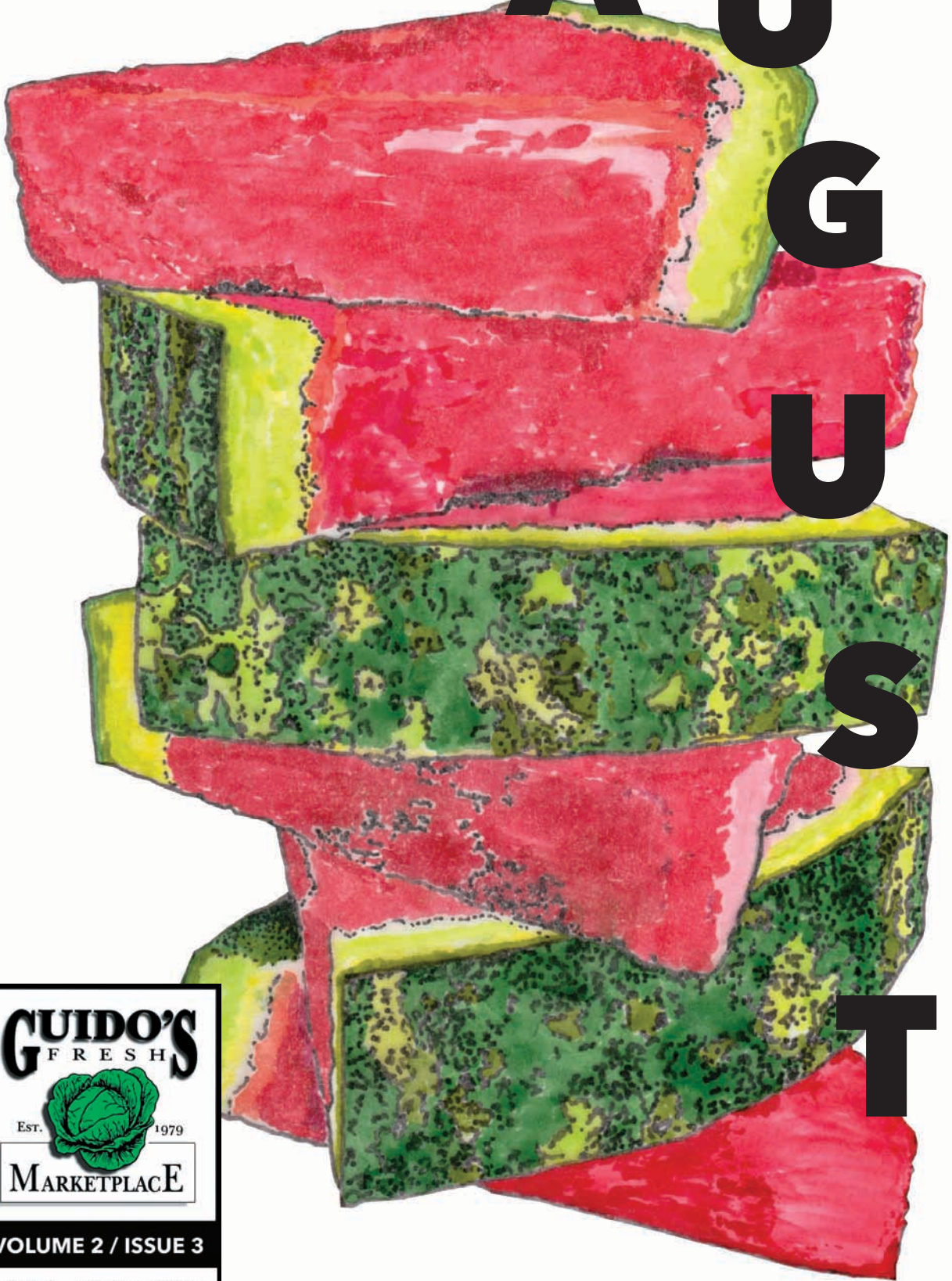


# AUGUST



**GUIDO'S**  
FRESH



EST. 1979

MARKETPLACE

VOLUME 2 / ISSUE 3

AUG 1 – SEPT 1, 2019

# Welcome to deep summer.

Time slows down in August, if only to give us more opportunities to enjoy it. The days are lazier, the river feels more refreshing, and the air, as it cools and pours into open nighttime windows, cleanses each day away so we can do it again when we wake up. And of course the corn is at its sweetest. Eat it raw, boiled, or grilled—however you do it, it will be delicious. Follow it up with tomatoes ripe to bursting, and cold, sweet watermelon. Mother Nature sure knows just what to feed us in August. She’s the best menu planner of all.

Read on for the best of August in our stores.

## MATT’S AUGUST PRODUCE PICK



**“Somehow the watermelon just gets better and better all summer long.**

**Is there any fruit so versatile and crowd-pleasing?**

**Pick any melon in the bunch—they’re ALL delicious.” -MATT MASIERO**





Photo: Alanna Taylor-Tobin

## Watermelon Jicama Salad with Cotija, Cumin, and Lime

### Recipe from Alanna Taylor-Tobin ([bojongourmet.com](http://bojongourmet.com))

Few foods are as welcome on a hot day as this salad! Feel free to be loosey-goosey with the ingredients here, adding more or less of anything to your taste. Ancho chile powder is usually not spicy in the slightest, but it lends a warm, toasty flavor to this salad. If using a spicier chile powder, add it pinch by pinch to taste. If you can't find cotija cheese, trade in queso fresco or feta, or leave off the cheese for a vegan variation. I like this salad best when left to marinate in the fridge for a few hours so the watermelon can absorb flavor from the spices and herbs. Makes 2 large or 4 smaller servings

### INGREDIENTS

- |   |  |
|---|--|
| ½ teaspoon cumin seed   | 1 tablespoon super good olive oil                    |
| 1 teaspoon coriander seed   | Juice of 1 to 2 limes (to taste)                     |
| 3 cups (1 pound) chunked watermelon flesh<br>(1/4-1/2 small seedless melon) | 2 to 4 ounces (1/2 to 1 cup) cotija cheese, crumbled |
| 1 smallish Persian cucumber, thinly sliced                                  | A few handfuls mint leaves, torn if large            |
| 1 cup peeled, slivered jicama   | A few handfuls cilantro leaves, torn                 |
| ¾ teaspoon mild ancho chile powder  | Optional: ½-1 ripe but firm avocado, chunked         |
| ½ teaspoon flaky salt (such as Maldon)                                      | Optional: 2 tablespoons slivered red onion           |
| ¼ teaspoon cracked black pepper   |  |

### DIRECTIONS

Place the cumin and coriander seed in a small, dry skillet, and toast over medium heat, shuffling the skillet often, until fragrant, 1-2 minutes. Cool, then grind in a mortar and pestle or spice grinder.

In a large bowl, combine the watermelon, cucumber, and jicama. Sprinkle with the ground spices, chile powder, salt, pepper, and drizzle with the olive oil and juice of 1 lime. Toss to coat, then toss in the cheese, herbs, and onion and avocado, if using. Taste, adding more of anything you feel the salad needs. Serve right away, or cover and chill for up to 4 hours.

Check out Alanna's blog at [bojongourmet.com](http://bojongourmet.com), and look for her book, *The Alternative Baker*, in our cookbook section.

# Natural Foods Great **8** for August

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



Clif Bar  
**ENERGY BAR**  
all 2.4 oz varieties  
**10 for \$10**



Seventh Generation  
**CLEANING PRODUCTS**  
selected varieties  
**25% off**



Maple Valley  
**ICE CREAM PINTS**  
all pints  
**\$3.99**



Wild Planet  
**CANNED FISH**  
6 oz  
**25% off**





Virgil's  
**4-PACK SODA**  
all varieties  
**\$4.99**



Klean Kanteen  
**THERMOSES**  
all varieties  
**25% off**



Paleonola  
**GLUTEN-FREE GRANOLA**  
all 10 oz varieties  
**\$6.99**



Red Barn Nitro  
**COLD BREW COFFEE**  
11.5 oz varieties  
**\$2.99**



## MEAT

Free Range Plainville Farms store-ground Turkey **\$3.49 lb**

Berkshire Heritage Breed Kurobuta Frenched Pork Rib Chops **\$9.99 lb**

Frenched Veal Chops from France **\$19.99 lb**

Mazzeo's Own Pecan Crusted Chicken Breast **\$7.99 lb**

Pearl's Beef Franks (12 ounce package) **2/\$9**

## SEAFOOD

Fresh Wild Swordfish Steak **\$16.99 lb**

**NEW!** Calamari Salad **\$14.99 lb**

(oil, vinegar, onions, carrots, fennel, celery, Kalamata olives, garlic)

PITTSFIELD: 413-442-2222 GREAT BARRINGTON 413-528-4488  
AUGUST 1 - SEPTEMBER 1, 2019



Hot savings on cool summer goods at Bella Flora

**Cool, comfortable DOLMA LINEN  
all on SALE!**

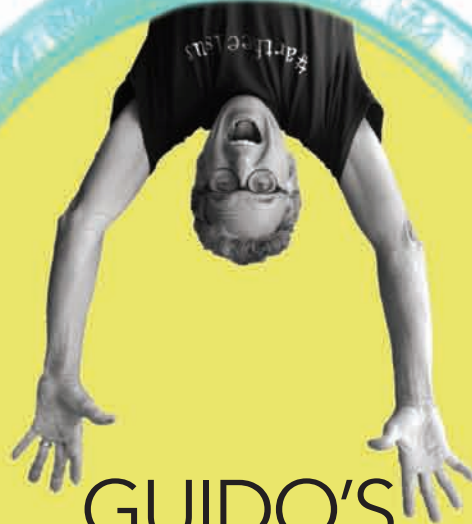
**SHEBOBO  
bags & hats  
all 30% OFF**

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

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

[bellafloraberkschires.com](http://bellafloraberkschires.com)



GUIDO'S  
IS  
**FORTY**  
!!!



**HOW TIME FLIES!  
COME ON IN AND  
PARTY WITH US...**



# JOIN US **EVERY THURSDAY** IN **SEPTEMBER** FOR THE GUIDO'S **40TH BIRTHDAY PARTY**

We've come a long way from that roadside produce stand Chris and Matt set up so many years ago, and we owe so much of that growth to you, our beloved customers.

If you've joined us for past customer appreciation events like *Thank you Thursdays*, *Month of Love*, or *Community Month*, the format for this celebration is similar.

**ON  
SEPTEMBER  
5  
12  
19  
&  
26**

**Every Thursday, we're throwing a party in both stores that will include:**

**10% off purchases\* at checkout plus a 10% off come again coupon to use before October 31, 2019**

**Birthday cake and ice cream from 3-6 pm**

**Continual demos and tastings throughout the day**

**Month-long and flash deals on featured local products**

**Themed Weekly Raffle Prizes**

**FREE Evening Community Events in the Pittsfield Store**

**A GRAND PRIZE of a \$1,000 Guido's Gift Card drawn at the end of the month**

Thank you for the past 40 delicious years. We hope you can come celebrate with us!

**Find complete details online at [#40thbirthdayparty](http://guidosfreshmarketplace.com)**

\*Discount valid only at time of sale. Only one discount applicable per sale. Cannot be used with Senior Discount. Excludes all catering goods and services, all custom floral orders and gift baskets, some sale items, produce cases, whole turkeys, lobsters, *Chocolate Springs* items, Guido's Gift Cards and Guido's Juice Passes. Additional restrictions may apply.





Did you know that August is the perfect time to build immunity?



So often we wait until cold and flu season arrives to pump the elderberry and Echinacea, but by then we've missed the best window to up our immunity game. This month, our wellness team suggests immune boosters like **Sambucus Elderberry Syrup**, **Gaia Herbs Astragalus Supreme**, and **Host Defense MyCommunity Comprehensive Immune Support**. Get your system ready for the school year, or cold and flu season, or for anything else that might come your way!



# GUIDO'S KITCHEN AUGUST PICKS



## ANTIPASTO SALAD

**\$5.99/lb You save \$3/lb**

## PARMA COTTO ROASTED HAM

**\$5.99/lb You save \$6/lb**

## JAMBON DE BAYONNE HAM

**\$23.99/lb You save \$6/lb**



**ONLY IN PITTSFIELD**

# LA GROTTA AUGUST JUICY DEALS



GUIDO'S FAVORITE  
CHEESES &  
PROVISIONS  
from near and far



**la grotta**

## **Pecorino Siciliano DOP** from Italy

Crafted from sheep's milk with traditional techniques that have remained the same over time. Perfect on pasta, salads, or on your cheese plate.

**\$20.99/lb You save \$4/lb**

**ONLY IN PITTSFIELD**

# PITTSFIELD CAFÉ AUGUST PICK OF THE MONTH



## Why do we love Ayelada?

- **LOCAL:** Ayelada frozen yogurt is made exclusively with milk and yogurt from local farms including High Lawn Farm and Sidehill Farm. It's made in Pittsfield, MA so you're supporting two local businesses, Guido's and Ayelada!
- **REAL:** Ayelada is homemade in small batches. There are very few places that make their own frozen yogurt—this is a true Berkshire gem! All toppings are #guidosfresh, of course.
- **PROBIOTIC-RICH:** Both the dairy and vegan options are packed with gut-healthy probiotics.
- **VEGAN VERSION:** Ayelada's vegan yogurt is made with coconut milk and coconut yogurt.

**Never tried this creamy, local treat? Or are you a total Ayelada convert? Come on in and get yours for .50 off any size in the month of August!**



# THE MARKETPLACE SPECIALTY FOODS AUGUST DEAL



## Fine Cheese Company crackers

(Toast For Cheese line)

Apricot, Date, Quince and Cherry

**Save 20% off**



**ONLY IN GREAT BARRINGTON**



## OUR AUGUST PICK

Turn water into sparkling water in seconds. This earth-friendly tool guarantees fewer empties to recycle or throw away! Kendra (in photo) suggests pairing it with Soda Press Co. Organic Soda Syrup, available in many delightful flavors.

## SODASTREAM SODA MAKERS

# WINE DEPARTMENT

AUGUST  
VINE & DINE SELECTION:

**Satellite**

**Sauvignon Blanc**

**Marlborough, New Zealand**

**\$10.99**

**Save \$2.00 per bottle**



A fruit forward style with emphasis on pink grapefruit, subtle herbal notes and a bit of tropical influence. One factor that sets this wine apart is the structure gained from lower cropping vines that reach physiological ripeness before picking. Satellite develops beautifully over time, showing longevity and drinkability. **Tasting Notes:** Bright aromas of lime zest, passionfruit and snow pea. Crisp and refreshing on the palate, with lively acidity complementing flavors of kaffir lime, tropical fruit & gooseberry. An excellent choice for Asian Cuisine; fish & poultry dishes with herb-based sauces; veggies such as asparagus, artichokes or cauliflower; and chevre or feta for cheese options.

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





What makes a perfect

**PICNIC?**

**IT'S PERSONAL.**

**We've got everything**

**you need for your ultimate**

**August** outing!



FRESHGRASS.COM

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FRESH  
GRASS

NORTH ADAMS, MASS.

# GREENSKY BLUEGRASS ★ CALEXICO AND IRON & WINE ANDREW BIRD ★ MAVIS STAPLES ★ LEFTOVER SALMON

KRONOS QUARTET'S MUSIC FOR CHANGE: PETE SEEGER @ 100 ★ AOIFE O'DONOVAN: FRESHGRASS ARTIST-IN-RESIDENCE

TINARIWEN ★ STEEP CANYON RANGERS ★ THE TRAVELIN' McCOURYS ★ JADE BIRD ★ BALSAM RANGE  
THE GIBSON BROTHERS ★ VÄSEN ★ ALISON BROWN ★ AMY HELM ★ HANGGAI

NATALIE PRASS ★ SAM AMIDON ★ THE MAMMALS ★ JOHN REISCHMAN AND THE JAYBIRDS ★ DAROL ANGER AND MIKE MARSHALL  
TONY TRISCHKA AND BRUCE MOLSKY ★ JOHNNY IRION & FRIENDS ★ FLOR DE TOLOACHE ★ HAPPY AND ADAM TRAUM ★ MAN ABOUT A HORSE  
LAUREN PRATT ★ GABE TERRACCIANO ★ BERKLEE AMERICAN ROOTS MUSIC PROGRAM ★ AND MORE THAN 50 BANDS

Festival passes and single-day tickets on sale now!

————— **SEPTEMBER 20-22** —————

## ABOUT GUIDO'S FRESH MARKETPLACE **YOUR LOCAL, FAMILY-OWNED GROCERY STORE**

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 we can find.

**We'll see you in the stores!**

**TWO CONVENIENT  
ROUTE 7 LOCATIONS**

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

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

[guidosfreshmarketplace.com](http://guidosfreshmarketplace.com)

@guidosfreshmarketplace #guidosfresh

