

GUIDO'S
FRESH
Est. 1979
MARKETPLACE
VOLUME 2 / ISSUE 7
DEC 3 - DEC 31, 2019



HOLIDAY

Is there a certain food or recipe that truly makes the holiday real for you?

We asked our staff this question, and the holiday stories came flooding in. (See page 14 for a few of our favorites.) Some of these sensory memories are shared by so many, like the scent of crisp pine as you walk in the door or the bite of the first latke on Hanukkah. But more often, each person has their own unique tastes and smells that evoke the holidays, and these memories provide a window into so much more than one Christmas Eve or New Year's Morning. We love to hear about your food memories and essentials, and we live for the moments when we can help you bring those tastes to the table right here and now. Need a special kind of butter for your Grandmother's cookie recipe? Or a type of citrus peel to recreate those sweet rolls you remember from your childhood? Ask us! We take our holiday foods very seriously, and we promise to do the same for yours.

Happy Holidays, from all of us at Guido's.

OUR HOLIDAY PRODUCE PICK



EARLY WINTER GREENS



"Pine and Eucalyptus are certainly important, but don't forget the holiday greens for your plate!"

-CHRIS MASIERO

CHRIS'S HOLIDAY CELEBRATION SALAD

Guido's co-owner Chris Masiero loves to use crisp winter greens like endive, watercress, and treviso radicchio for fresh salads that can provide a great counterpoint to rich holiday feasts.

SERVES 6



INGREDIENTS

For the Champagne Dijon Dressing:

- 1 cup extra-virgin olive oil
- 1/4 cup of freshly squeezed lemon juice
- 1/4 cup of champagne vinegar
- 1 small shallot, minced
- 2 teaspoons kosher salt
- 1 1/2 teaspoons Dijon mustard
- 1 1/2 teaspoon maple syrup

For the salad:

- 1 large head radicchio or 2 small treviso radicchio heads, cored and leaves carefully separated
- 2 heads endive, cored and leaves carefully separated
- 2 bunches of watercress, largest stems removed
- 1 teaspoon coarse salt (Chris loves Maldon sea salt)
- 2 avocados, halved, peeled, and thinly sliced
- 12 slices of your favorite firm blue cheese (he used Jasper Hill's Baley Hazen Blue)
- 1/3 cup pomegranate arils
- 1/3 cup toasted, chopped pecans (for a special treat, use *The Marketplace Specialty Foods' Spicy Pecans*)
- Freshly ground pepper

DIRECTIONS

- 1. First, make the dressing.** Combine all ingredients in a 2-cup Mason jar. Cover tightly and shake well.
- 2. Assemble the salad.** Place all of the greens in a large bowl, and sprinkle with 1/2 teaspoon of the coarse salt. Drizzle a few tablespoons of the dressing over the greens and toss with your hands. Add a bit more dressing, a spoonful at a time, until all the greens are lightly coated.
- 3. Artfully arrange the avocado, blue cheese, pomegranate arils, and nuts over the greens.** Drizzle with a bit of the salad dressing, and finish with a sprinkle of coarse salt and several grinds of pepper. Serve immediately. Leftover dressing can be stored in the refrigerator for up to 2 weeks.



DECEMBER

SPECIALS

HAPPY HOLIDAYS!

**FESTIVE HOLIDAY
ROASTS and STEAKS**

Black Angus Perfectly Aged Bone-In
Rib Roast (*whole feeds 18*) **\$10.99/lb**

Trimmed Rib Roast **\$14.99/lb**

Trimmed Black Angus Whole NY Strip
Roast (*12lb avg feeds 11-14*) **\$9.99/lb**

Black Angus NY Strip Steaks **\$14.99/lb**

Boneless Sirloin Spoon Roast **\$9.99/lb**

Kurobuta Frenched Berkshire Pork
Rib Roast **\$10.99/lb**

Kurobuta Boneless Berkshire Pork Roasts
or Chops **\$8.99/lb**

D'artagnan Bone-in Berkshire Ham
\$8.99/lb

Niman Ranch Applewood Smoked Spiral
Ham **\$6.99/lb**

FROZEN SAUCES

Demi Glace de Poulet Classic 16oz
Thickened Chicken Stock Reduction
\$6.99/each

*Heat and use over roasted chicken or turkey for
a classic French upgrade.*

Gluten-Free Demi Glace de Veau Classic
16oz Thickened Veal Stock Reduction
\$9.99/each

*An elegant finishing sauce for filet mignon and
pork roasts.*

HOLIDAY POULTRY

Fresh Vermont Turkeys

Fresh Goose

Fresh Long Island Ducks (whole or breast)

Fresh Capon

SEAFOOD for the HOLIDAYS

Raw and Cooked Shrimp

Sushi

Oysters*

Little Neck Clams*

Mussels*

Colossal Dry Sea Scallops*

Caviar*

***Call ahead to reserve**

**NOW TAKING YOUR
HOLIDAY ORDERS!**

IN PITTSFIELD:

413-442-2222

IN GREAT BARRINGTON:

413-528-4488

PRICING EFFECTIVE DECEMBER 3 - 31, 2019

HOW to COOK the PERFECT ROAST BEEF

Expert advice from Mike Mazzeo



For a 10 to 18 lb BEEF ROAST

(bone-in, boneless rib, or NY strip)

For a medium-rare roast:

Preheat the oven to 500°F. Roast for 20 minutes, then reduce the temperature to 325°F. Continue to roast until the internal temperature of the meat registers between 110°F and 120°F on a meat thermometer, about 12 minutes per pound. Remove the roast from the oven and let it rest until the temperature reaches 135°F to 140°F, about 20 minutes.

For a 4 to 8 lb BEEF ROAST

(beef tenderloin, NY strip roast, spoon roast)

For a medium-rare roast:

Preheat the oven to 325°F. Rub the roast with oil, kosher salt, and pepper. Sear all sides in a large pan over medium-high heat. Transfer the pan to the oven and roast until the internal temperature of the meat registers between 125°F and 130°F on a meat thermometer, 45 to 60 minutes. Remove the roast from the oven and let it rest for 15 minutes.


Mazzeo's
meat & seafood
at Guido's Fresh Marketplace

JUST WHAT THEY WANT



Want to give something great, but can't settle on just one thing? It should be meaningful, practical, beautiful, and just what they want. We've got it.

It's a **CUSTOM GIFT BASKET** from our full-service resident florist, Bella Flora. The creative Bella Flora team fills their baskets with local treats, Guido's legendary peak fruit, savory snacks, and so much more.

Call to order your holiday baskets today!

413-496-8242

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



GIFT THIS!

What are our Wellness Team's dreams for under the tree?
Here are some of our favorite gifty ideas
for health and wellness.



From **Lisa Zeleny**, Pittsfield Wellness Team

- **Weleda Arnica Bath Soak and Arnica Massage Oil:** A perfect combo to encourage R&R for tired muscles.
- **Badger Cocoa Butter Lip Balm:** Doesn't everyone need a lip balm in their stocking?
- **Dr. Hauschka Revitalizing Mask:** This luxurious mask helps to bring a gorgeous glow to those with all skin conditions.
- **Honey Girl Face and Eye cream:** A great-smelling, all-in-one product from one of our favorite organic skin care lines.



From **Bonnie Bell**, GB Wellness Team

- **Lavender and Clary Sage Essential Oils from Aura Cacia:** Two great oils to help relieve stress and increase wellness through the holiday season. Add an aromatherapy diffuser for a complete set.
- **Vital Proteins Collagen Peptides:** This supplement blends into any liquid, and it can help with everything from digestion to hair and nail health. Single serve packets make perfect stocking stuffers, too!
- **Host Defense MycoBotanicals Stress Decompress:** A mushroom and herb supplement specifically designed to support calm and tranquility.
- **Urban Moonshine Joy Tonic:** An aromatic blend of herbs traditionally used to promote a joyful and positive mental attitude.



Natural Foods Great **8** for December

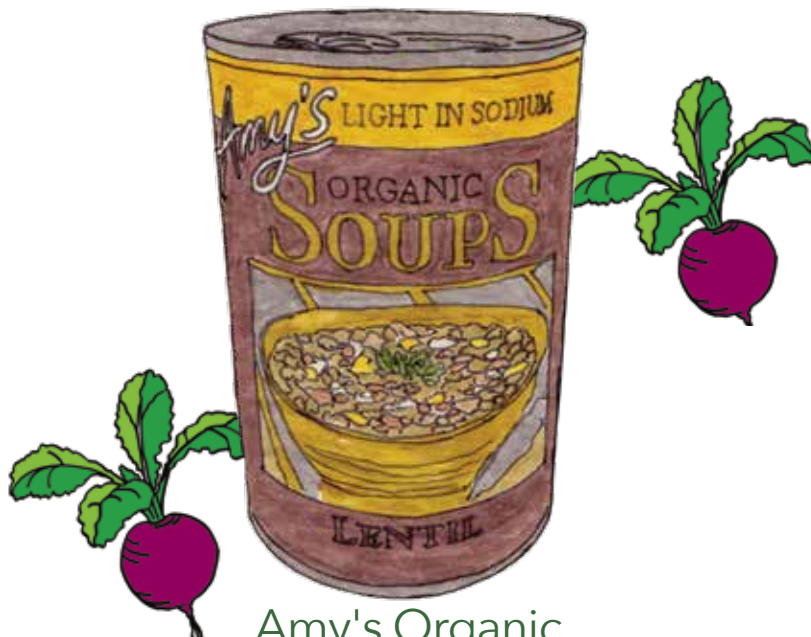
There are over **700 products** on sale in our stores in December, and each month we choose our favorites. Don't forget to look for the **BEET** all month long!



Against the Grain
FROZEN BREAD PRODUCTS
all varieties
30% off



Bjorn Qorn
POPCORN
all 3 oz varieties
\$2.99



Amy's Organic
CANNED SOUPS
all varieties
2 for \$6



Bonne Maman
PRESERVES
all 13 oz varieties
2 for \$7



Mi Niña
TORTILLA CHIPS
all 12 oz varieties
2 for \$7



Pacific
ORGANIC BROTHS
all 32 oz varieties
2 for \$7

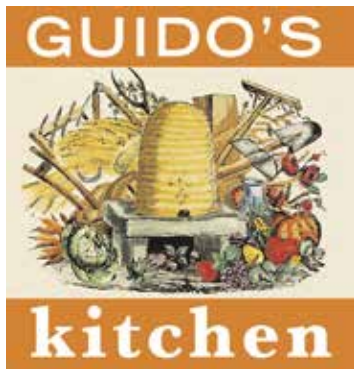


R.W. Knudsen
SPARKLING JUICES
all 750 ml varieties
2 for &7



Paesano
ORGANIC OLIVE OIL
1 liter
\$19.99

GUIDO'S KITCHEN DECEMBER PICKS



CARROT CAKE

\$19.99/ea You save \$2/ea

FLOURLESS CHOCOLATE CAKE

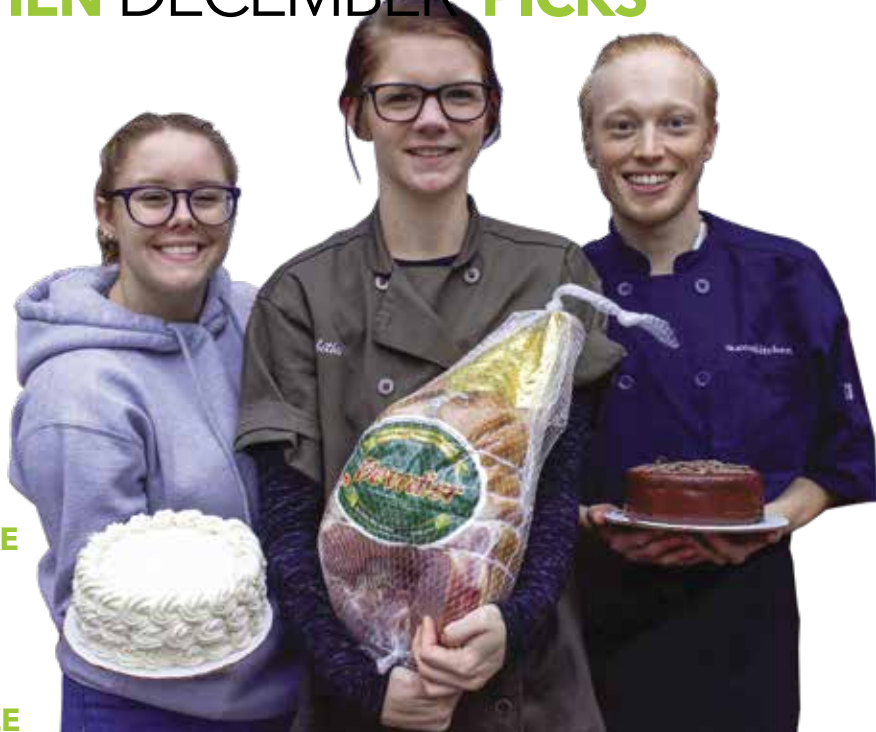
\$17.99/ea You save \$2/ea

PROCIUTTO DI PARMA

\$21.99/lb You save \$3/lb

CAMBRAIA BRAZILIAN COFFEE

all varieties \$8.99/ea You save \$2



ONLY IN PITTSFIELD

LA GROTTA DECEMBER JUICY DEALS



GUIDO'S FAVORITE
CHEESES &
PROVISIONS
from near and far

la grotta

This month, we're highlighting fantastic Italian cheeses from **Beppino Ocelli** in Piedmont.

Barolo \$26.99/lb You save \$3/lb

Nel Fieno \$26.99/lb You save \$3/lb

Castagno \$29.99/lb You save \$3/lb

Mascatto \$36.99/lb You save \$3/lb

Pecora Vacca \$19.99/lb You save \$4/lb

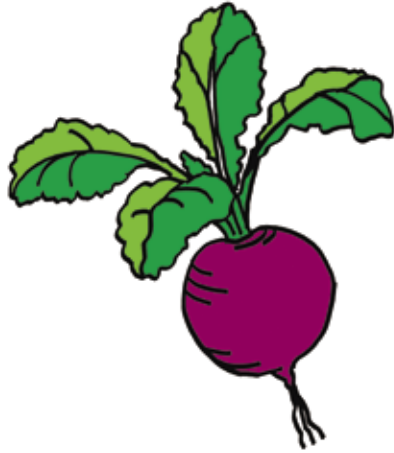
From **Arrigoni**:

Gorgonzola Cremificato \$16.99/lb You save \$3/lb

ONLY IN PITTSFIELD

PITTSFIELD CAFÉ DECEMBER PICK OF THE MONTH

Get into the holiday spirit with a warm and cozy cup of cheer. With local High Lawn Farm Egnog, espresso, and nutmeg, our **Egnog Latte** will make any day a celebration.



16 or 20 oz
Save \$.50

**ONLY
IN
PITTSFIELD**

BUY \$100
worth of Guido's Gift Cards
and get a
\$10 GIFT CARD
free!

Available at checkout.

While supplies last through 12/24/19.

Cannot be used with other special offers.



THE MARKETPLACE SPECIALTY FOODS DECEMBER DEAL



**Dare
Cookies
20% off**

ONLY IN GREAT BARRINGTON



OUR DECEMBER CHEF'S SHOP PICK



**KNAPP
CHAINMAIL
SCRUBBER**

It's a dish-doing game changer!
These stainless steel chainmail scrubbers won't rust, and they're the best tool for hard-to-clean pots. A wonder for cast iron!
Makes a great gift.

WINE DEPARTMENT HOLIDAY VINE & DINE SELCTION



Bodegas Nieto

Senetiner

MALBEC

Mendoza, Argentina

\$10.99

per bottle

or 2 for \$20

(Save 10% when you buy 2 bottles!)

The history of Bodegas Nieto Senetiner dates to 1888 when Italian immigrants founded and planted the first vineyards in the Vistalba Valley of Mendoza, Argentina. Since then, Nieto Senetiner has been shaped by a succession of families who shared a commitment to their unique terroir in the Andean foothills. This deep red wine has notes of red fruit, plum, and vanilla. Try it with grilled red meat, pasta with creamy or spicy sauce, pork and game birds, and semi-firm cheeses.

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

#guidosfamily HOLIDAY

Is there a dish or flavor that really makes the holiday for you? We asked our staff to share their favorite holiday food memories. Here are a few of their stories. We'll be sharing more throughout the month on social media, so stay tuned!

SARAH BASSIN

Pittsfield Wellness Team

My father and mother came from different religious backgrounds. My mother was Protestant and my father was a New York Jew, so my dad never grew up with Christmas. My mom still says that he married her so he could have Christmas and get gifts. So Christmas morning and the opening of presents was the highlight of our family's holiday season. We always had a Christmas tree and Christmas stockings stuffed with not just candy and small toys, but also tins of smoked oysters alongside the Chanukah gelt. We kids got to dive into our stockings while my parents were sleeping. This included eating the smokey nuggets of tiny oysters packed into those small tins—a particular favorite of mine. When they woke up, we would gather around the tree and open all the presents. But the food highlight of our holiday was Christmas breakfast! After the gift extravaganza we would sit down for a nice Jewish breakfast of bagels and cream cheese, fresh slices of tomato and cucumber, lox, smoked whitefish, and my favorite bagel topping, kippered salmon, a hot-smoked salmon encrusted with crushed black pepper. Over fifty years and two generations later, we still celebrate Christmas morning with the same Jewish food tradition.

KATHY DIMITROPOLIS

Guido's Kitchen Team

It's not so much the food, although I really do miss my Mom's banana cream pie. What I miss is not being able to spend the holidays with my parents! So savor every moment that you can, enjoy your family, and God Bless you all.

RACHEL OBERG

GB Produce Team and Dinner Specialist

Every year, for as long as I can remember, my mom has made a bread wreath for Christmas morning. She drizzles it with icing and uses cranberries and pumpkin seeds to look like holly and berries. We always open our gifts, the whole family gathered around the tree. We enjoy big pieces of the bread wreath slathered with fruity cream cheese, usually alongside a big plate of bacon and eggs and fresh fruit. It's one of the foods I most look forward to at Christmas.



NOAH TULLOCK

Pittsfield Natural Foods Team

One of my favorite holiday traditions is my family's Christmas Eve lobster dinner!

My grandparents embrace their Italian roots with a lot of pride, but one of the things they were less than fond of was the traditional *La Festa Dei Sette Pesci* (feast of seven fishes). Since they still wanted to avoid serving meat, the seven fish dishes were replaced with a lobster dinner. This dinner is something my family looks forward to year after year, and it's one of the few times of the year that we all gather around the table! The night is filled with good eats, delicious desserts, card games, and the warmth of a roaring fire in the fireplace. On this night, the food I look forward to most has to be my grandmother's pies! She makes an amazing chocolate pecan pie, and her apple pie is, without a doubt, the best I've ever tasted!

ERICA HEINLEIN

GB Natural Foods Manager

Holidays mean Guido's OJ! Regardless of the menu, time of year, or amount of expected guests, I start every holiday morning with fresh squeezed love.

SADIE SWICKER

Pittsfield Café Team

Every Christmas morning, I would wake to the smell of cinnamon buns. That was always the first thing I did on Christmas morning- before putting my contacts in, before brushing my teeth, before opening my stocking- I'd devour a cinnamon bun. Throughout our joyful gift giving, my mother, father, sister, and I would feast on the cinnamon buns. When I think of Christmas morning, I think of the comfort of family, the heat from a wood stove, the thoughtful gifts that make us feel known, and those perfect, warm cinnamon buns that we all enjoyed so much.



PHOTOS:

TOP: Noah Tullock with lobsters
CENTER: Fresh cinnamon buns
BOTTOM: Erica Heinlein brings the OJ

GIVE WITH GUIDO'S

In honor of our customers

THE GUIDO'S FAMILY
of BUSINESSES is making a

**\$5,000
DONATION**

to

**LOCAL
EMERGENCY
FOOD PROGRAMS**

**WANT TO
PITCH IN?**

Grab a ticket

at the registers and give it to your cashier.
Together, we'll make the gift even bigger.
Thanks so much for all your support this year,
and happy holidays from all of us at Guido's!

GUIDO'S
FRESH
Est. 1979
MARKETPLACE

BELLA FLORA

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



CELEBRATE!

SPECIAL HOLIDAY HOURS

Open Christmas Eve
8:00 am to 5:00 pm in both stores
CLOSED CHRISTMAS DAY
Open New Year's Eve
Pittsfield store 8:00 am to 6:00 pm
Great Barrington store 9:00 am to 6:00 pm
CLOSED NEW YEAR'S DAY 2020

BELLA FLORA

Mazzeo's
meat & seafood



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

@guidosfreshmarketplace #guidosfresh

