

FEBRUARY



Let us be gentle with ourselves and one another. As we come closer to the year mark since the start of the pandemic, it's hard to reckon with the losses of the year behind us. In this month of love, we're focusing on ways to share small joys and comfort with our loved ones and greater community. This is a great time for self care, too, whether it's eating nourishing foods, going to bed early, or finding new moments in your day to slow down.

Our stores are filled with ingredients for all kinds of love--gorgeous blooms of every color, scented bath salts for a long luxurious soak, steaks for a love-filled dinner, rose-scented tea blends, and so much more.

Read on for the best of February in our stores.

MATT'S PRODUCE PICK **ENDIVE**

How to eat endive:

If you've never eaten endive, you're in for a treat. This member of the chicory family is so special that it requires not one, but two growing periods. First, the seed grows into a leafy green with a deep tap root. At harvest, the greens are cut off and the roots are placed in cold storage to send them into dormancy. Then the roots are transferred to dark, humid forcing rooms for their second growth, which produces the tight, pale green bulbs we have in the store.

Endive manage somehow to be both bitter and sweet, grassy and floral. It is almost as if each bulb is a flower in itself, caught in the moment just before bloom. Slice their petal-like leaves into salads for a pale pop of color amidst deeper greens, or caramelize and braise halved bulbs in butter and cream to bring out their sweetness. But the best way to eat endive might just be to treat them like the flowers they resemble, separating each bulb leaf by leaf to crunch from the firm base to the delicate ridged edge. Eat plain, use endive leaves in place of crackers or chips for dipping, or fill them and serve as a perfectly composed bite.



Our favorite dips and fillings for endive:

Chickpeas + feta + chopped cucumber + tangy vinaigrette	Canned sardines + olive oil + parsley + lemon zest	Smoked salmon + creme fraiche + capers + fresh dill	Hummus + roasted red peppers + olive oil + za'atar
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Introducing Guido's Own Coffee



7 locally roasted varieties created in loving partnership with No. Six Depot.

Special introductory price: \$9.99/12 oz

ONLY IN PITTSFIELD

In honor of Black History Month all **BLACK-OWNED BUSINESS** products are 15% OFF!



Look for the BLACK-OWNED BUSINESS tag on the shelf

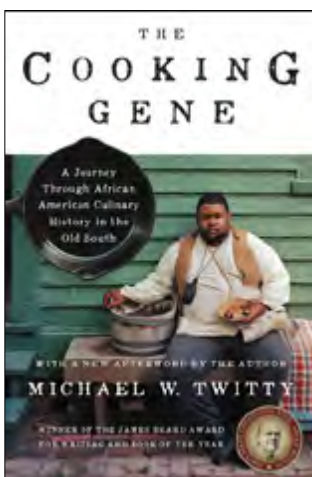
Guido's Virtual Cookbook Club

NEW DATE!

James Beard Award winning author Michael Twitty will join us for this free special event in partnership with the NAACP Berkshire County Branch.

Join us for a virtual Cookbook Club Gathering as we read, cook through, and discuss:

The Cooking Gene: A Journey Through African American Culinary History in the Old South
By Michael Twitty



February 12, 2021 at 6:30 pm
For more details or to RSVP, email achernila@guidosfreshmarketplace.com



Our Great 8 for February

There are over **300 products** on sale in our stores in February, and each month we choose our favorites. Don't forget to look for the **BEET** all month long!



Our Own **PACKAGED RAW NUTS**
4-8 oz Brazil and macadamia nuts
\$6.99



Bragg **ORGANIC APPLE CIDER VINEGAR**
32 oz
\$5.99



Weleda **PERSONAL CARE PRODUCTS**
all wild rose extract varieties
15% off



Nature's Path **CEREAL**
selected varieties
\$3.99



Perfect Bar **REFRIGERATED PROTEIN BARS**
all 2.2-2.5 oz varieties
2 for \$5



Annie's **MAC & CHEESE**
all non-organic 6 oz varieties
5 for \$5



Casolare **OLIVE OIL**
1 liter non-organic only
\$12.99



Chocolove **CHOCOLATE BARS**
all 3.2 oz varieties
2 for \$5



1. Multi-colored Vanco tulip arrangements available for delivery, \$50.00 + delivery.

2. We have a wide variety of jewelry and unique offerings. Shop in-store to find the perfect gift.

3. Exclusive Vanco tulips available for pick up or add to your curbside purchase, \$12.95.

4. Anemones fresh from Rhinebeck, NY. Available in multi-colored bunches for \$16.95, in-store only.

5. "LOVE" desk vase (flowers not included), available in-store, \$9.95. Let us fill it for you!

6. Unique California protea bouquets.

7. "Orange is the New Red": Our twist on the traditional dozen, \$100. (red roses are also available)

8. Ethiopian Tea Roses, 20 stem bunch, the perfect grab and go, in-store only, \$19.95.

9. Custom arrangements crafted by our design team.

ALWAYS IN BLOOM



To view our full Valentine's Day floral gallery, visit guidosfreshmarketplace.com

Valentine's Day orders requiring delivery must be received by 2/13/21

CALL US TODAY! PF: 413-496-8242 GB: 413-528-1581

www.bellafloraberkshires.com

SAVE! **FEBRUARY**
Mazzeo's
SPECIALS

TRUE STORY NATURAL
 BERKSHIRE PORK CENTER
 CUT PORK LOIN CHOPS
 \$7.99/lb

CENTER CUT
 "OSSO BUCO" PORK SHANKS
 \$5.99/lb

MAZZEO'S OWN STORE-MADE
 CHICKEN CORDON BLEU
 (Berkshire smoked ham,
 imported Gruyère cheese)
 \$7.99/lb

HAWAIIAN BBQ MARINATED
 CHICKEN WINGS
 \$3.99/lb

MAZZEO'S OWN STORE-MADE
 SALMON BURGERS
 (lemon, basil, black pepper)
 \$12.99/lb

February 1 – 28, 2021

la grotta

We're in love with these
 creamy imported cheeses!

Jumi Schlosberer Alt: Firm Swiss raw milk
 cheese. Once only sold at farmer's markets
 across Europe and Japan, Jumi cheeses are
 now available in the United States.
 \$22.99/lb, you save \$4/lb.

Asiago Stagionato: Italian pasteurized
 cow's milk cheese with flavors reminiscent
 of Parmesan, nutty and sweet with notes
 of white pepper.
 \$12.99/lb, you save \$5/lb

Pecorino Roncione: Made with the freshest
 Tuscan raw sheep's milk, creating a cheese
 packed with flavor, wrapped in straw
 \$17.99/lb, you save \$5/lb



ONLY IN PITTSFIELD

GUIDO'S kitchen
 DINNERS FOR 2

MONDAY
Marinated Flank Steak
 with corn, poblano peppers, and hasselback potatoes

TUESDAY
Chicken Enchiladas
 with brown rice, guacamole, and salsa

WEDNESDAY
Country Style Glazed Ham
 with scalloped potatoes and roasted brussels sprouts

THURSDAY
Roast Turkey Dinner
 with chive mashed potatoes and glazed carrots

FRIDAY
Herb Stuffed Haddock
 with sautéed spinach and string beans



10% OFF! Chemex 6 and 8-cup
 Pour Over Coffee Makers

Pair this beautiful coffee maker
 with Guido's own beans for
 a bright, flavorful coffee your
 Valentine will love!



**FEBRUARY
 FEATURE:**

Show your love with a Mini Mousse
 Chocolate Bundt. With a cookie layer,
 vanilla mousse, chocolate mousse, and
 chocolate ganache. Add two forks for
 a perfect dessert to share. \$5.95.



ONLY IN GREAT BARRINGTON



From our bakery:
 Sweeten it up with our Cookies and Cream Cake
 \$18.99, save \$6.00

From our deli:
 Porchetta: \$12.99/lb, save \$5/lb
 Herb Ham: \$12.99/lb, save \$3/lb
 Mortadella with Pistachio: \$8.99/lb, save \$2/lb

ONLY IN PITTSFIELD



**Self-Care
 =
 Self Love**

From Bonnie Bell, Great Barrington Wellness Associate: Let's focus
 on self-care in this month of love. It's been a hard year, and the whole
 world needs to be treated with love and kindness. Giving ourselves
 a little love helps us to be there for those who need us most.

•**Aura Cacia Vetiver Essential Oil:** Years
 ago I was told to put a little bit of oil on the
 bottom of each foot to help with grounding.

•**Gaia Herbs Nootropic Focus:** This is a great
 remedy for those days when you need to get
 something done and feel too scattered to
 focus in on what you need to accomplish.

•**Weleda Rose Body Oil:** Our whole Weleda
 rose line is on sale this month, and it's a
 great excuse to stock up on these beautiful
 products! I love the body oil in particular,
 as it feeds my skin while keeping the most
 luxurious rose scent with me all day.

•**Lavender Bath Salts or Bubble Bath:**
 Lavender has major stress relieving
 properties, and a bath at the end of the
 day is a perfect way to shift into bedtime.
 Add **Booda Butter Sud of Love Moisturizing
 Soap** to the mix for a complete self-care
 experience.

•**Ashwagandha Powder:** Here's a
 recipe for a lovely tea for sleep with
 ashwagandha as the prime ingredient.
 Place ¼-½ tsp ashwagandha powder in
 a teacup and pour 8 ounces of hot water
 over the top. Steep for a moment before
 placing in ½ tsp **Al Wadi Rose Water**,
 milk of your choice and a small pinch of
 nutmeg. Did you know nutmeg has slight
 sedating qualities? This is a lovely tea
 ritual for an evening repose.

•**Palo Santo Holy Stick from Triloka:**
 A quick smudge can clear negativity
 and help to reset.

•**In my teacup during the day:** **Pukka Love**
 made with delicious herbs like rose petals,
 chamomile, lime flower (Here in the states
 we know the Tilia species as the Linden
 tree), and a combination of other delicious
 plants! In my teacup at night: **Pukka Tea
 Blend Nighttime.**

Guido's Café
February Juicy Deal



Drink in the love with our new

**HONEY BEE
 SMOOTHIE**

16 ounces of yummy house-made
 coconut milk, lime juice, local honey,
 dragonfruit, mango, and strawberries.

\$5.95 **Save \$1**

ONLY IN PITTSFIELD



**WINE
 DEPARTMENT
 FEBRUARY
 VINE & DINE
 SELECTION:**

**Chateau Montfrin
 2017 "A la Reverie"
 Côtes du Rhone**

\$13.99

This organic Côtes du Rhone
 has mountains of fresh red
 fruit - strawberries, cherries
 and plum - with a perfectly
 weighted palate that makes
 the wine interesting but
 highly drinkable. Try this
 versatile wine with lamb or
 beef, or your favorite cheese.