

YOUR MONTHLY GUIDE TO DELICIOUS DEALS AND HAPPENINGS IN OUR STORES



When Renie Masiero

came into the stores, it was as if the sun radiated from inside her.

She'd greet everyone she passed, each person moved to step outside of their shell and say hello, to say how nice it was to see her (it always was), and to remark on how well she looked (she always did). Hair perfectly done, skin glowing, she wore her pink Guido's vest like no one else. She was an amazing mother to Guido's co-founders Matt and Chris, as well as their five siblings. But she was also a great human, a person who truly enjoyed simple pleasures in her life. Picking dandelion greens with her children. Warm bread. Shaping gnocchi with her family (see the next pages for her recipe). She was, as her children so perfectly recounted in her eulogy, "a lady with an extra large heart within an extra small frame". She opened her home and her dinner table to anyone who needed it, and she could turn someone's day around with a dose of her famous marinara sauce.

This month's newsletter is dedicated to Renie, and to all the mothers and others who have nurtured and inspired us. There is no one way to be a mother, but there are so many right ways to do it. This month (and every month!), we celebrate you.

Read on for the best of May in our stores.

NEW HOURS

We have good news! Check out our new extended hours in both stores starting on May 3.

Monday - Saturday 9-7
Sunday 10-6

Meet the new member of the Guido's Marketing Team!



Rufus

has already been hard at work sniffing the office, running up to people when they walk in, and making it pretty impossible for anyone to stay grumpy in his presence. He has discerning taste, and will be our official dog treat sampler as we bring new lines into the store.

Guido's Virtual Cookbook Club

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

Simply Julia:
110 Easy Recipes for Healthy Comfort Food
By Julia Turshen

Meeting on zoom, Thursday, May 27, 7pm

For more details or to RSVP, email achernila@guidosfreshmarketplace.com



Round up at checkout to support Berkshire Grown's Share the Bounty!

Share the Bounty is a win-win scenario because it supports the community in two ways: Berkshire Grown purchases CSA shares from farms in the winter months, tiding them over with funds to help purchase seeds and supplies prior to market season. During the harvest season these farmers provide fresh, locally-grown food to low-income community members experiencing food insecurity.

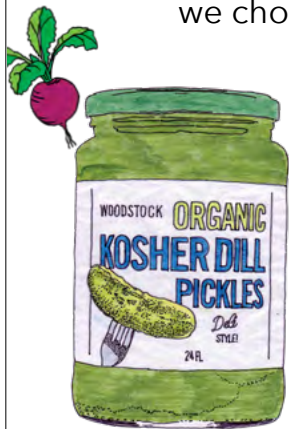
With increased support from the community, Berkshire Grown has expanded the program to a year-round program, purchasing 83 CSA shares from 22 Community Supported Agriculture farms. They matched these farms with food pantries, community kitchens, and participating WIC families for weekly shares of fresh produce, meat, cheese, and eggs during the harvest season.

One Berkshire farmer says it best: "Food access is a complicated beast, and as a farmer it's not always easy to navigate how we can make an impact. Berkshire Grown's Share the Bounty program keeps farmers in business as well as chipping away at local barriers to food access. We are honored to be a part of this program."

Please join us in supporting Berkshire Grown's Share the Bounty program this May and June. Let your cashier know you'd like to round up at checkout!

Natural Foods Great 8 for May

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



Woodstock
ORGANIC CONDIMENTS
select varieties
25% off



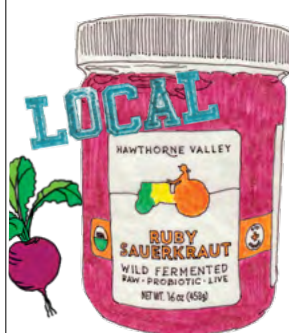
Lillie's Q
BARBECUE SAUCE
all 17-21 oz varieties
\$5.49



Stella & Chewy's
DOG & CAT FOOD & TREATS
all varieties
25% off



Soco
ICE CREAM PINTS
all varieties
\$4.99



Hawthorne Valley
ORGANIC FERMENTED VEGETABLES
all 16 oz varieties
25% off



Pumphu
ORGANIC PUMPKIN TOFU
original 8 oz variety
\$4.99



Side Hill Farm
ORGANIC YOGURT
all 32 oz varieties
\$1.00 off



Fever Tree
DRINK MIXERS
all 4-packs of 6.8 oz bottles
2 for \$9.00



MOM

“RENIE” Rena DalBarco Masiero



In the days since our mother's passing, this incredible community has surrounded us with a blanket of love and support. We have been so warmly consoled - by countless kind conversations in the stores, gifts of food and flowers, cards of sympathy, donations to her favorite charities in her honor, stories shared on social media - your kindness has poured in and lifted us up. Her obituary follows, and we have assembled on these pages some of our favorite photos of Renie for everyone to enjoy.

Thank you from the bottom of our hearts, and Happy Mother's Day!

- Chris & Matt Masiero, Guido's co-owners



Renie was born at the family home in Lee, MA on March 5, 1927, the daughter of Eliseo and Fabrizia (Pellizzari) DalBarco. She was one of five strong, inseparable Italian sisters. Renie was the last remaining of the beloved "DalBarco girls", and the proud valedictorian of the Lee High School Class of 1945.

She and her husband Guido "Guy" Masiero raised their family in Manchester-by-the-Sea, MA, where her well-run, spotless, bustling house was a refuge to many. Renie was always happy to share a delicious meal at her table and offer a cozy spot to whoever needed it, whether for a day or a year. Renie and Guido logged countless miles in a precision-packed station wagon (food, skis, humans) traversing the state, spending "quality time" with her sisters while her husband would take a clan of Buratto, Burns, and Masiero cousins to ski the weekend at Bousquet. She returned to the Berkshires upon her husband's retirement in 1988 from his 37 years as a public school physical education and health teacher. Settled in Lenox, their work continued side-by-side, at Guido's Fresh Marketplace. The business, owned by two of Guido and Renie's sons, was named for Guido himself.

At Guido's, she was a warm presence, a tireless worker, a straight shooter, and a sharp dresser. Renie's hands were always busy. She is remembered fondly in many moments - deadheading and selling seasonal flowers at her daughter Annie's Bella Flora garden shop, and counting the register drawers and making daily banking deposits. Her friends were numerous, all enjoying a bit of time by her side.

Renie's love of food was expressed in many ways throughout her life beyond the walls of Guido's. Always, at the end of a long day at the store, she would make sure a warm meal made with love was waiting for her family when they joined her at home. Her passion for picking dandelion greens was a spring ritual that she shared first with her sisters, then her children and grandchildren, passing down the tradition for future generations.

Her grandchildren proudly display their skill at gnocchi making, honed in Renie's kitchen under her exacting instruction.

She had a lifelong devotion to the Catholic Church and was an active member of St. Mary's Parish in Lee, where she received all her sacraments. She was an Adoration member of Our Lady's Oratory for many years. Her faith was evident in all she did. She was a Prospect Street Girls Club member, a Red Hatter, an accomplished skier and tennis player, lover of sun-soaked days at Singing Beach in Manchester-by-the-Sea, So-Ed Ballroom dancer, and a bittersweetly dedicated treadmill walker in her closing years. Renie was an avid birdwatcher, and very few could match the abundant, methodical maintenance she brought to her bird feeders along with her disdain for the pesky squirrels that knew a good thing when they found it.

Those left behind to honor Renie's memory are her children: Gayle Masiero and Susan Masiero, both of Manchester-by-the-Sea; Chris Masiero and his wife Dawn of Lenox; Matt Masiero and his wife Tammy of Richmond; Elizabeth Masiero of Lee; Annie Whalen and her husband Chris of Pittsfield; Paul Masiero and his wife Eileen, of Richmond; her sister-in-law Blanche McLaughlin; her twenty grandchildren; and her nine great-grandchildren. Renie cherished her grandchildren, proudly watching them grow, patiently attending their sporting events, offering firm and loving guidance, and serving countless nourishing meals. She gave them her best, and they reciprocated.

She was pre-deceased by her husband Guido and her four sisters, Fanny Valenti, Enes Flynn, Clara Burns, and Normie Buratto.

The family would like to express special thanks to Renie's daughter Elizabeth Masiero for her outstanding care of and devotion to her mom during this past year, and to Hospice Care of the Berkshires for their guidance and support.



PHOTOS:

First: Renie and Guido in Barbados, 1984. This is the photo she kept at her bedside.

Second: Renie and her seven children, left to right, Annie, Chris, Elizabeth, Susan, Paul, Gayle, and Matt.

Third: Guido and Renie on the occasion of their 50th wedding anniversary.

Fourth: The Lee High School Valedictorian, Class of 1945.

Above: Renie with her sisters and her Prospect St. neighbor. Seated, left to right Ida Rasia, Fanny Valenti, Clara Burns. Standing, Normie Buratto and Renie.



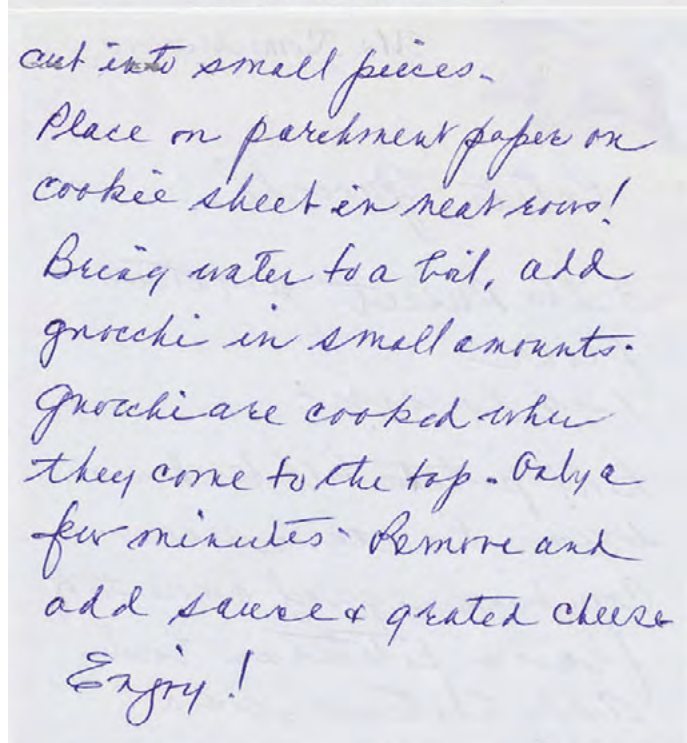
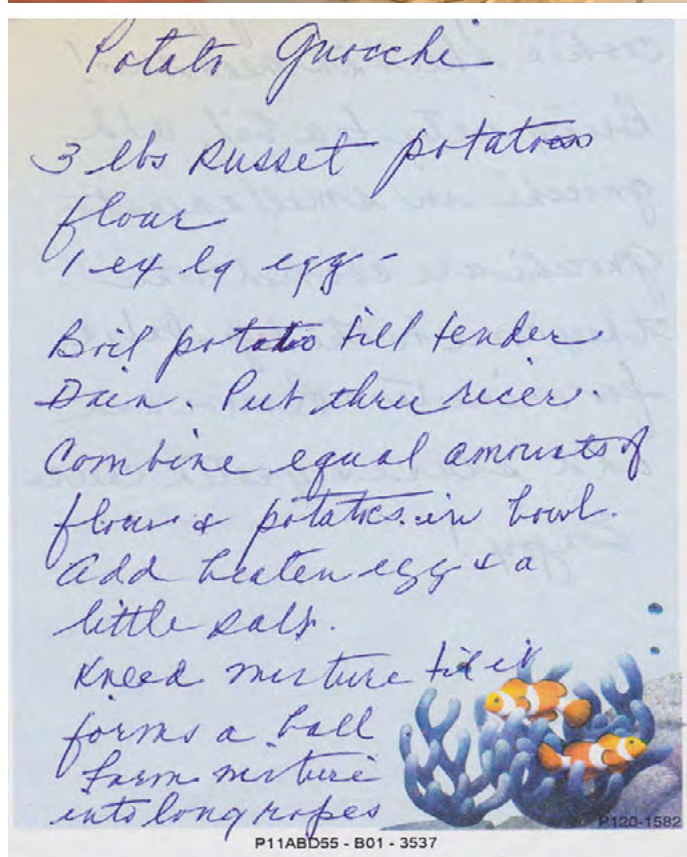
SHE WAS A MOTHER

that calmed our fears and consoled our sorrows. She was a true lady of a great generation. A lady with an extra large heart within an extra small frame.

The empathy and loving kindness she had for others was shown in her willingness to make her home a refuge to others who were in need. Come as you are. Stay as long as you like.

"After all," she would say, "what's one more plate at the dinner table?"

From Renie's eulogy, written by Chris Masiero and delivered by Paul Masiero on April 10, 2021



Mother's Day is Sunday, May 9th.

How about making some gnocchi with Mom? Here is Renie's simple and delicious recipe that brings everyone to the table to make and eat. We are sure its magic will work in your house, too.

PHOTOS

- Top left: Guido with baby Matt, Gayle, Susan, Chris and Renie, 1956.
- Middle: Renie surrounded by extended family on "Papa Day", 2019.
- Above: Family portrait, 2000.
- Middle left: The master makes gnocchi, 2019.
- Bottom left: Renie's hand-written recipe for her Potato Gnocchi.

BELLA FLORA



IT'S TIME TO PLANT!
SHOP PLANTS FOR
THE GARDEN AT
BELLA FLORA.

bellafloraberkshires.com



COMING ON MAY 10

It's **Guido's to Go**, our new, convenient online shopping site. Browse the shelves and do your shopping from home. Come on down to the store and we'll bring your groceries to you. Stay tuned for the details on how to sign up!



It's a party every day with our drink of the month. Our new

KIMOSA

is a bubbly treat with Guido's own OJ and "Hopped" Kombucha (or another flavor of your choice) over ice. We love it with the hopped flavor; it tastes just like a mimosa!

JUICY DEAL: \$3.49/20oz

ONLY IN PITTSFIELD

GUIDO'S kitchen

MAY NEWS FROM GUIDO'S KITCHEN

Be on the lookout for our **CHILLED SOUPS**, Gazpacho and Cucumber, due to hit the shelves sometime in May.



Guido's Own Bacon Jam

Great on pizza or on our brioche buns with smoked gouda and pulled pork. \$9.99

ONLY IN PITTSFIELD



SEAFOOD:

FAROE ISLAND SUSTAINABLE FARMED SALMON STEAK
\$12.99/lb

MAZZEO'S FRESH HOUSEMADE SEAFOOD SALAD
\$7.99/lb

MEAT:

MISHIMA RESERVE GROUND WAGYU BEEF (FROZEN)
amazing flavor, texture, and tenderness
\$8.99/16oz

PEARL BEEF FRANKS
(100% all beef, no fillers or MSG)
\$4.99/12oz

GINGER TERIYAKI PORK TENDERLOIN
\$6.99/lb

SAUSAGE OF THE MONTH:

MAZZEO'S OWN PORK CHORIZO SAUSAGE
\$5.99/lb

MAY 1 - 31, 2021

la grotta

OUR MAY JUICY DEALS



Guido's Own Mozzarella: \$8.99/lb, you save \$3/lb
We make our silky hand stretched mozzarella every day. Try it with tomatoes and basil for the best caprese this side of Italy.

Guido's Own Tapenade: \$3.99/ea, you save \$2
Made fresh! Amazing on a warm baguette or crostini.

Blue Shropshire: \$24.99/lb, you save \$5/lb
What started as a Scottish attempt at Stilton became the English cheese known today as Shropshire Blue. This brightly colored blue cheese is sometimes referred to as "orange Stilton". The flavor profile is sharp, strong, slightly tangy, and creamy.

CHEESE FROM HERVÉ MONS FROMAGER AND AFFINEUR:

Gabietou: \$20.99/lb, you save \$4/lb
A semi-hard mixed milk cheese from the mountain regions of southwest France, this washed rind cheese has occasional holes, a creamy texture, and fruity mellow flavor. (Aged over 60 days.)

Pyrenees Brebis: \$20.99/lb, you save \$4/lb
A semi-hard sheep's milk mountain cheese with a creamy soft texture, light acidity, and nutty flavors. A sweet elegant relative of the more well known Ossau Iraty. (Aged over 60 days.)

ONLY IN PITTSFIELD



DON'T MISS OUR NEW WHEAT FREE ITEMS!

Carrot Cake
Chocolate Walnut Cookies
Oatmeal Raisin Cookies
Frosted Brownies
Raspberry Oat Squares
Ginger Molasses Cookies



WHY TAKE A COLLAGEN SUPPLEMENT?



Collagen is the most abundant protein in your body, the major component in the connective tissues like the skin, tendons, ligaments, and muscles. Our bodies' collagen production slows with age, and the introduction of a daily collagen supplement can help with everything from skin health to joint pain to the prevention of bone loss. Guido's brand collagen is tasteless, dissolves in liquid, and is easy for the body to absorb. We love it stirred into juice or blended into a smoothie. And because it's Guido's own, you can be sure that it's a great product at an affordable price.

THIS MONTH'S CHEF'S SHOP FAVORITE:



STASHER BAGS!



These endlessly versatile silicone bags are great for storing anything - hot, cold, or frozen. You can even use them in the oven, microwave, or for sous vide cooking! In assorted sizes and colors.

Stasher is a woman-founded company that supports environmental non-profits dedicated to the planet.

Mother's Day is May 9th. Bring her our Mother's Day menu for an extra special breakfast in bed!



Mother's Day Package
\$24.95 - Includes:

- Slice of Asparagus Quiche
- Cinnamon Bun
- Currant Scone with Berry Jam
- Fresh Seasonal Fruit Salad
- Harney & Sons Breakfast Tea

Mother's Day Chocolate Cake 4-inch \$14.95
With raspberry jam, chocolate mousse, and chocolate buttercream, coated in chocolate ganache.

Lemon Raspberry Cake 5-inch \$18.95
Lemon cake with raspberry jam and lemon buttercream

Pick up on Saturday, May 8. To order, call:
Marketplace Kitchen Catering (413) 248-5040 x100
Marketplace - Guido's Great Barrington (413) 528-5575

ONLY IN GREAT BARRINGTON

WINE DEPARTMENT VINE & DINE SELECTION:



Maison Saint Aix Rose
Coteaux d'Aix-en-Provence, France
60% Grenache, 20% Cinsault, 20% Syrah

\$17.99
save \$2 per bottle!

AIX Rosé is made in the Provence region of France, just an hour east of Aix-en-Provence. AIX nurtures its heritage and has a dedication to make the best Provence rosé. As such, all of the grapes are sustainably farmed.

A fragrant and well-balanced wine, AIX's hypnotizing salmon pink color reveals a fruity freshness. The nose is delightfully fragrant with delicate balance and crisp acidity. Enjoy the notes of soft, ripe watermelon and strawberries. Try it with salads, grilled fish, poultry, sushi, and curry dishes.

