



Open Mon.—Sat. 7am - 7pm

Sunday 7am - 6pm

South Amherst Drive-Thru 5am - 1pm Daily

*www.atkinsfarms.com * email: info@atkinsfarms.com*

****TWO LOCATIONS!****

**ATKINS FARMS
COUNTRY MARKET
1150 WEST STREET
SOUTH AMHERST, MA 01002
413-253-9528**

Follow us on Facebook
Atkins Farms Country Market
and Instagram
@atkinsfarmsmarket

**ATKINS FARMS
YOUR LOCAL MARKET
113 COWLS ROAD
NORTH AMHERST, MA 01002
413-230-3226**

Follow us on Facebook
Atkins Farms Your Local Market
and Instagram @atkinsfarmsnorth

JANUARY 2019 NEWSLETTER

Atkins Farms Tidings

by Pauline Lannon, President

If you shop at Atkins frequently, or even infrequently, you may already realize that Atkins is somewhat different than most businesses. When you walk through the doors of Atkins Farms, you are walking into an organization that not only has a mind by which it operates but also has a heart and soul.

You are probably asking how we can give an organization - a non-human - human characteristics. Let's start with the heart. You first become aware of our heart when you encounter our employees - they are the 'heart' of our organization. You'll see the pride they have in their work, the enjoyment in their relationship with customers and fellow employees, plus the knowledge and pride they have in the products they sell. These employees are more alert and ready and able to assist you. Combined, these characteristics almost make up an actual beating heart that constantly remind us that our customers are the core of our business.

We like to believe that our employees are a reflection of management, and we look for applicants who have the same values and interest in serving the public as we do. We like to hire people with potential and see them develop to be the proud, courteous and enthusiastic people which they end up being because they are a part of and a reason for a successful business.

I believe the 'soul' of the business originates from the founder of the retail store, Howard Atkins. He put his heart and soul into the business and was determined that the

business would continue into the future. He passed it on to employees/owners who are running the business very much like it has been for 56 years, only larger. We are fortunate he paved the way for future generations to be able to succeed. It was with him that the soul of the company originated and now continues to be nurtured.

As other businesses close their doors, and people lose their jobs, we become more aware of the importance of a commitment by both owners and employees. A commitment to serve our customers with tasteful, nutritious food and personal, excellent service. The business needs to be operated efficiently and those in charge need to be ready and able to plan for the future and make changes in order to keep up with consumer needs.

Because our staff reflects their satisfaction in their job and their contentment in being here, they reflect the same to our customers who feel the comradeship and the family atmosphere so they always feel welcomed.

Yes, running a business is a commitment to the future or we would not succeed. Everything we do, whether it be pruning our orchards for the new crop, handling an emergency, taking care of our neighbors or helping the needy, we are investing into the future. We have faith in the future of Atkins Farms for we have faith in our many employees who are a part of our dedication to serve others. ▲

YOUR SUCCESS AND HAPPINESS LIES IN YOU. RESOLVE TO KEEP HAPPY, AND YOUR JOY AND YOU SHALL FORM AN INVINCIBLE HOST AGAINST DIFFICULTIES.

-HELEN KELLER



Sausage and Pepper Bake

Ingredients:

- 2 or 3 medium peppers (orange, red, or a combination), halved, seeded, and thickly sliced**
- 1 pint cherry or grape tomatoes, halved**
- 1 medium yellow onion, cut into 1-in. wedges**
- 1 clove garlic, finely chopped**
- 1Tbsp olive oil**
- 1 tsp dried oregano**
- Kosher salt and pepper**
- 4 sweet or hot Italian turkey sausages (about 12oz), cut into 1/2 in. pieces**

1. Heat oven to 400 degrees F. On a large rimmed baking sheet, toss peppers, tomatoes, onion, and garlic with oil, oregano, 1/4tsp salt and 1/2 tsp pepper, then toss with sausages.

2. Roast until sausages are cooked through and beginning to blister and vegetables are golden brown and tender, 15 to 20 minutes.

10 min. prep 20 min. cook
serves 4

Nutrition per serving:

210 cal, 16g pro, 10g carb, 2g fiber, 6g sugar
(0 added sugars), 13g fat (0.5g sat fat),
665mg sodium

Recipe adapted from Prevention Magazine January 2019 Issue

JOIN BUZZPOINTS & start EARNING REWARDS when you shop Atkins!

If you are a member of the **UMASS FIVE** College Credit Union or **GREENFIELD SAVINGS BANK** enroll in Buzz Points and start earning points every time you swipe! Ask your bank how you can sign up.



Swipe your card at our South Amherst or North Amherst location and earn points towards rewards to use at your favorite local businesses.



**BANKING & SHOPPING
LOCAL PAYS**

Atkins Savory Fresh Meals

Savory Fresh entrees are available Wednesday (after 3pm) through Monday. While supplies last! Each week, we feature two entrees from our Savory Suppers menus. Join us for a taste of the entrees of the week. See the featured meals & demo schedule below.

Friday, 1/4 @ 4-6 pm

- ★ Greek Feta Chicken with Rice
- ★ Pork Chop Stuffing Casserole

Wednesday, 1/16 @ 4-6 pm

- ★ Bistro Style Macaroni and Cheese
- ★ Turchia con Pasta e Fagioli (Turkey with Pasta and Beans)

Thursday, 1/10 @ 4-6 pm

- ★ Italian Stuffed Meatloaf
- ★ Black Bean Nacho Bake

Thursday, 1/24 @ 4-6 pm

- ★ Quick Chicken Paella
- ★ Beef and Broccoli Stir Fry

Fresh Meals for 1/30-2/3
(no demo this week)

- ★ Greek Feta Chicken with Rice
- ★ Black Bean Nacho Bake



Savory Fresh Meals are a great way to bring the family to the table with a hearty meal!

ATKINS FARMS LOYALTY PROGRAM

Save time and join online! Start earning points next time you shop!

www.atkinsfarms.com Click on the Promotions tab at the top then click Atkins Farms Loyalty Program! Signup and submit the completed form.



Winter Warming Sampler

Saturday, January 26th 12pm - 3pm



Join us for our Winter Warming Sampler! When the winter blues get you down OR if you need a break from the slopes come and warm up with some of the tasty samples we have to offer!

ENJOY FREE SAMPLES of specialty foods & local beer & wine!
Atkins will be sampling from the bakery, deli, meat department, specialty foods, etc.
Information, recipes and cooking tips from the producers of fine foods.

Flaky, everyone's favorite snowman will be here with the WinterFest crew selling tickets and handing out information to kick off the week-long celebrations heading into WinterFest 2019 hosted at Cherry Hill Golf Course on February 9th!

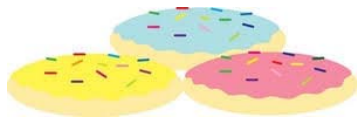
Vendors include:

Little House of Thyme Jay's Wicked Progression Brewing Mineral Hills

Family Day at Atkins Jan. 21st 10am - 1pm

Sugar Cookie Decorating

Stop in and decorate with us!
We'll supply the cookies & frosting
and we'll even clean up!



\$1 per cookie

No registration necessary.
First come, first served.
While supplies last!

Family Day hosted at the South Amherst Location!

Savory Suppers Pizza Kitchen

Create your own pizza to take home and bake. Share with your kids the joys of cooking! We'll supply the crust and toppings! **\$12 each**

Register online @

<http://www.atkinessavorysuppers.com/about-us/kids-pizza-kitchen/>



First come, first served.
While supplies last!



Your Local Market
Cows Road, North Amherst

SHOP OUR NORTH AMHERST LOCATION!



Atkins Farms Your Local Market



@atkinsfarmnorth









5 MINUTES FROM UMASS PVTA #33

Farm fresh & seasonal produce, deli & baked goods, full service meat counter, gift baskets, seasonal ice cream window, Katalyst Kombucha on tap, and much, much more!

January 2019

Atkins Farms Country Market...
Where the apple is just the beginning!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>Flower of the Month: Carnation Meaning deep, pure love. Birthstone: Garnet</p>		<p>1 Happy New Year! Atkins is open today 9 am–7pm</p>	<p>2 Senior Special: Every Wednesday 10% OFF YOUR TOTAL PURCHASE *Excludes Sale Items</p>	<p>3 Stay active this winter. Try an outdoor winter sport or join a gym. Your body will thank you!</p>	<p>4 Feel like you are always rushing to get dinner ready? Try Atkins Savory Suppers! Make a months worth of meals in 2 hours!</p>	<p>5 National Hot Tea Month Stay warm with one of our many herbal teas.</p>
<p>6 Help ward off the flu with 7 servings of fruits & vegetables everyday!</p>	<p>7 Celebrate National Soup Month Try Atkins 1/2 sandwich and soup combo.</p>	<p>8 Make a healthy diet part of 2018!</p> 	<p>9 Senior Special: Every Wednesday 10% OFF YOUR TOTAL PURCHASE *Excludes Sale Items</p>	<p>10 It's Tea Month!</p> 	<p>11 Hot soup in our deli daily!</p> 	<p>12 It's oatmeal month! Oatmeal helps lower LDL cholesterol.</p>
<p>13 Make your dream come true day! Don't let your dream remain just that: a dream.</p>	<p>14 Beat winter colds with citrus fruits from our produce department!</p>	<p>15 Hot Pastrami Sandwich Day Celebrate with Atkins! Pastrami sandwich on special today in the deli!</p>	<p>16 Senior Special: Every Wednesday 10% OFF YOUR TOTAL PURCHASE *Excludes Sale Items</p>	<p>17 Thesaurus Day Learn a new word today!</p>	<p>18 Not sure what to make for dinner? Try one of our Savory Fresh Meals! Available Wednesday – Monday!</p>	<p>19 Popcorn Day! Perfect for a Saturday night movie!</p>
<p>20 Don't forget to order your party platters for the Super Bowl!</p>	<p>21 Martin Luther King, Jr. Day (Observed) Pizza Kitchen & Cookie Decorating at Atkins 10am-1pm</p>	<p>22 Curl up and read a book today! It's National Book Month!</p> 	<p>23 Senior Special: Every Wednesday 10% OFF YOUR TOTAL PURCHASE *Excludes Sale Items</p>	<p>24 Beat the winter blues: Stay active Visit friends & family Start a new hobby Join a club</p>	<p>25 International Fun at Work Day! Enjoy some friendly office mischiefs!</p>	<p>26 Atkins Winter Warming Sampler 12-3pm Today! South Amherst Location!</p>
<p>27 Balance your life Month</p> 	<p>28 Forget digital entertainment and go back to the basics if only for today. It's puzzle day!</p>	<p>29 Valentine's Day will be here soon. Don't forget your sweetheart!</p>	<p>30 Senior Special: Every Wednesday 10% OFF YOUR TOTAL PURCHASE *Excludes Sale Items</p>	<p>31 January is National: Book Month Soup Month Oatmeal Month Fat Free Living Month</p>	<p>Bread Machine Month Retail Bakers Month Balance Your Life Month Apple Month Hobby Month</p>	<p>Brainteaser Month Creativity Month Hot Tea Month Get Organized Month</p>