July Newsletter

Beer & Wine News

July is here. It’s hot and humid—So it’s important to stay hydrated. Let us help! We offer a wide and delicious selection of Rosés at terrific prices. They are refreshing, lively and can be paired with almost anything. Plus a ton of reds, whites and sparkling wines from all over, including the Pioneer Valley. As for beer, we stock lots of delicious offerings from almost every Local brewery in the Valley. Plus an assortment of non-beer alternatives, including seltzers, ciders, hard teas, sours and gluten free. Cheers!

Orchard Run
ICE CREAM SHOP
OPEN DAILY
Noon-8pm
Open July 4th
Noon - 6pm

MASSACHUSETTS NATIVE PRODUCE
Arriving fresh from local farms every day!!!
JULY'S LOCAL HARVEST INCLUDES
BLUEBERRIES
BROCCOLI
CAULIFLOWER
CORN ON THE COB
CUCUMBERS
GREEN BEANS
LETTUCE
RASPBERRIES
ONIONS
PEACHES
PEPPERS
POTATOES
SCALLIONS
STRAWBERRIES
TOMATOES
KALE/COLLARDS

**Availability depends on many factors, including crop varieties and weather. Feel free to call ahead to make sure what you are looking for is available.

ORDER GROCERY CURBSIDE PICK UP & DELIVERY THROUGH OUR MERCATO ONLINE ORDERING PLATFORM
For more information visit https://atkinsfarms.com/grocery-curbside-delivery-info/

2023 TASTINGS
in THE LOFT
Wine & Local Beer or Cider
July 15th
1-3pm
Third Saturday of the month.

August 19
September 16
October 21
November 18
December 16

Parking & entrance in upper lot near solar panels. Exclusive pricing on wine, beer and cider.
Dates and times subject to change. Follow Atkins Farms on Facebook & Instagram for updates.
**July 2023** Atkins Farms...
...Often imitated, never duplicated!

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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<tbody>
<tr>
<td><strong>July is National:</strong></td>
<td>Ice Cream Month</td>
<td>Independent Retailer Month</td>
<td>Support Independent Retailer Month by shopping locally! Now more than ever businesses need your support.</td>
<td><strong>1</strong> Local Veterans will be at Atkins today from 10-4 handing out American flags and collecting worn out flags for proper disposal.</td>
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<td>Lettuce Month</td>
<td>Blueberry Month</td>
<td>Cellphone Courtesy Month</td>
<td><strong>National Macaroni Day!</strong> Explore the many ways to eat one of our favorite noodles!</td>
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<td>Baked Bean Month</td>
<td>Picnic Month</td>
<td>Horseradish Month</td>
<td><strong>It’s National Mac &amp; Cheese Day!</strong> Mix it up with some bacon or add some buffalo sauce and chicken for a kick!</td>
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<td>Hot Dog Month</td>
<td>Melon Month</td>
<td>Grilling Month</td>
<td><strong>Beer and Wine Tasting in THE LOFT today from 1pm-3pm</strong></td>
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<td>Peach Month</td>
<td>Eggplant Month</td>
<td>Culinary Arts Month</td>
<td><strong>National Hot Fudge Sundae Day!</strong> We’ve got the fixings in the store to build your own at home or you can have us do it for you at our ice cream shop!</td>
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<td><strong>2</strong> Beat the heat with one of our Orchard Run sundaes! The biggest around!</td>
<td><strong>3</strong> Atkins is open until 6pm today</td>
<td><strong>4</strong> <strong>Senior Discount Day! 10% OFF</strong></td>
<td><strong>21</strong> Keep your kitchen cool this summer with a delicious Rotisserie Chicken from the Meat Dept. &amp; one of our cold case deli salads!</td>
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<td><strong>5</strong> <strong>Senior Discount Day! 10% OFF</strong></td>
<td><strong>Wednesday</strong></td>
<td><strong>11</strong> Spending the day outside? Wear a hot and apply sunscreen often!</td>
<td><strong>20</strong> National Junk Food Day! Indulge in your favorite treat today because life is about balance!</td>
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<td><strong>Senior Discount Day! 10% OFF</strong></td>
<td><strong>12</strong> <strong>Senior Discount Day! 10% OFF</strong></td>
<td><strong>19</strong> National Blueberry Muffin Day! Grab one from our drive-thru for breakfast today!</td>
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<td><strong>Spending the day outside? Wear a hot and apply sunscreen often!</strong></td>
<td>Excludes everyday lows &amp; sale items.</td>
<td><strong>18</strong> National Blueberry Muffin Day!</td>
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<td><strong>National Blueberry Muffin Day!</strong> Grab one from our drive-thru for breakfast today!</td>
<td><strong>26</strong> National Coffee Milkshake Day! Try one from our ice cream shop!</td>
<td><strong>National Lasagna Day!</strong> We have Meat Lasagna and Lasagna Florentine in our deli!</td>
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<td><strong>National Hot Fudge Sundae Day! We’ve got the fixings in the store to build your own at home or you can have us do it for you at our ice cream shop!</strong></td>
<td><strong>27</strong> Enjoy watermelon on a hot day to rehydrate and enjoy something sweet.</td>
<td><strong>28</strong> Milk Chocolate Day Celebrate one of the most popular forms of chocolate by eating some today!</td>
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<td><strong>25</strong> National Coffee Milkshake Day! Try one from our ice cream shop!</td>
<td><strong>National Avocado Day!</strong> Whether you smash it, mash it, slice it or even blend it—I think we can all agree—Avocados deserve this day!</td>
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<td><strong>23</strong> Bring an Atkins Farms fresh baked blueberry pie to your next picnic!</td>
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<td><strong>30</strong> National Cheesecake Day! Can’t eat a whole cake? Well, you probably shouldn’t anyway... try a cheesecake square instead!</td>
<td>July Birthstone: Ruby</td>
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**July Flower:** Larkspur

**Birthstone:** Ruby