



at the Corner of Rte. 116 & Bay Rd.  
1150 West St., South Amherst, MA  
(413) 253-9528    [www.atkinsfarms.com](http://www.atkinsfarms.com)  
OPEN DAILY 7AM - 7PM  
Bakery Drive-Thru: Open Daily 5am - 1pm  
Pizza Shop: Open Daily 11am - 7pm

## FEBRUARY NEWSLETTER

### IT'S PACZKI TIME!!

Paczki will be available  
until Tuesday,  
February 17th

People all across the world  
will celebrate "**Paczki Day**"  
pronounced "poonch-key".

Paczki Day in America is on Fat Tuesday (February 17th). Fat Tuesday is the day before the start of Lent in the Catholic religion, Ash Wednesday. Fat Tuesday is also the same day as Mardi Gras. **Paczki** is not just another jelly donut. It's a premium sweet treat that is super rich, filled with jelly and yeast raised. So whether you're looking to indulge before Lent or just wish you could participate in the Mardi Gras fun—stop by Atkins Bakery or visit the drive thru! You don't have to be Polish to polish off a **Paczki**! Don't miss the **Paczki** phenomenon — it only happens once a year!



### FEBRUARY SCHOOL VACATION KIDS COLORING CONTEST

*Two Chances to win!!!*

Age Categories: Kids 6 & under and 7-12

**\*RETURN YOUR COLORING PAGE  
ON VACATION WEEK  
no later than Wednesday, 2/18**

**WINNERS WILL BE CHOSEN ON 2/19**



### BAKERY COLORING CONTEST

WIN A DONUT  
DECORATING KIT

ASK FOR YOUR COLORING PAGE  
IN THE BAKERY



### In Memory of David McKenna "Chef Dave" 1962—2026



We are deeply saddened  
by the loss of our chef,  
David McKenna.

Dave's passion for food  
and dedication to our  
team was unmatched  
for over 20 years!

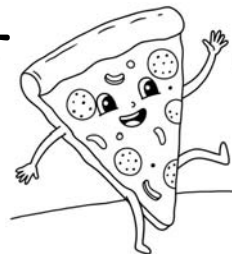
In honor of Chef Dave & his award-winning  
chili, Atkins Deli will be featuring our  
Beef Chili every Tuesday in February

Join us for our monthly  
**BEER & WINE TASTING**  
in The Loft  
Saturday, February 21st  
from 1-3pm

### PERFECT PIZZA COLORING CONTEST

WIN A 12" PIZZA

ASK FOR YOUR COLORING  
PAGE IN THE PIZZA SHOP



DONUT DECORATING KITS WILL  
BE AVAILABLE IN THE BAKERY  
Monday, 2/16—Sunday, 2/22  
Call ahead to order

**Valentine's Day is  
Saturday,  
February 14th!**

# **ATKINS FARMS Flower Shop**

Route 116, South Amherst

CALL (413) 253-9528 or (413) 256-8188

ORDER ONLINE: [shop.atkinsfarms.com](http://shop.atkinsfarms.com)

**PLACE YOUR  
ORDER TODAY!**

## **VALENTINE'S DAY FLOWERS**

### **Surprise your Valentine with One Dozen Red Roses**

Beautifully arranged  
in a vase

**\$129.99**



### **"Be Mine" Bouquet**

Celebrate Valentine's Day  
with a gift that says,  
"Be mine!"

**\$39.99**



### **Bear-y Sweet Valentine Combo**

Surprise your Valentine with this  
bear-y adorable gift package. Includes  
three red roses, one plush teddy bear  
(white or brown) and a box of  
premium gourmet chocolates from  
Atkins Farms Candy Shop.

**\$69.99**



### **Roses & Hydrangea**

Fresh, fragrant roses and hydrangea make  
a beautiful sweetheart table arrangement.  
(Choose from pink or red roses)

**\$75.99**

**WE DELIVER TO UMASS & the 5-College Area!**











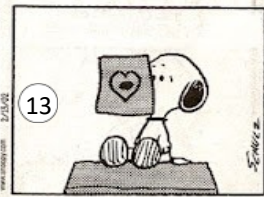











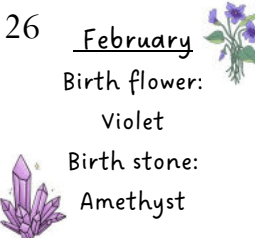


*Prices are for local deliveries only. Price does not include tax and delivery fee.*



# FEBRUARY 2026

ATKINS FARMS COUNTRY  
MARKET...

...OFTEN  
IMITATED, NEVER DUPLICATED!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>1 Dark Chocolate Day!</b> Check out our selection in the candy shop. 	<b>2 Groundhog Day!</b> Who's ready for the spring?! ...Or will Punxsutawney Phil see his shadow?? 	<b>3 Carrot Cake Day!</b> Order cakes or cupcakes ahead with this special flavor! 	<b>4 Senior Special Wednesdays!</b> <b>10% off in-store</b> *some restrictions apply	<b>5 We have pre-made Gift Baskets for Valentines Day!</b> Lots to choose from including wine, chocolate, berries and snacks! 	<b>6 National Chopsticks Day!</b> Grab some sushi from our sushi bar to celebrate! 	<b>7 Ice Cream for Breakfast Day!</b> Does Atkins have your favorite flavor in our freezer?? 
<b>8 Our bakery, candy, and floral departments are ready for Valentine's Day!</b> Are you?? 	<b>9 National Pizza Day!</b> Call ahead to order a pizza or calzone from Chef Roger! 	<b>10 February is National:</b> -Berry Fresh Month -Chocolate Lovers' Month -Snack Food Month	<b>PEANUTS CLASSICS</b> By Charles M. Schulz   			<b>14 Happy Valentine's Day!</b> Stop by pick up bouquets or a sweet treat for your sweetheart! 
<b>15 What did one watermelon say to the other one on Valentine's Day?...</b> ...You're one in a melon! 	<b>16 PRESIDENT'S DAY!</b> 	<b>17 MARDI GRAS Last Day to get your PACZKI!</b> <b>IT'S Pancake Day!</b> Celebrate with Atkins own Buttermilk or Blueberry Pancake mix! 	<b>18 Ash Wednesday</b> <b>AQUARIUS</b> January 20th–February 18th 	<b>19 PISCES</b> February 19th–March 20th 	<b>20 National Muffin Day!</b> Stop by our bakery for a morning treat! 	<b>21 Join us today in The Loft for our monthly Beer &amp; Wine Tasting 1-3pm!</b> 
<b>22</b> 	<b>23 National Banana Bread Day!</b> Try our fresh baked Banana Nut Bread from the bakery or make your own with our reduced bananas in produce (*when available*)	<b>24 Steakburger Day!</b> Check out our selection in the meat department for your dinner! 	<b>25 It's Clam Chowder Day!</b> Visit our soup bar for our soup of the day!  <p>*Note Our deli has clam chowder every Friday!</p>	<b>26 February</b> Birth flower: Violet Birth stone: Amethyst 	<b>27 IT'S PASTRY WEEK!</b> Go all out in our bakery! Treats galore! 	<b>28 Did you know that there are 4 million leap babies in the world? 2 more years until their next official birthday!</b> 



## Valentine Cookie Platter

Includes 2 coconut macaroons, 2 confetti heart cookies, 1 sugar cookie, 2 fancy sugar cookies, 1 chocolate dipped sugar cookie, 2 raspberry filled cookies and 1 dozen assorted cookies. Garnished with valentine chocolates and wrapped with a bow.

**\$42.99**



## Cakes & Cookies



Mini Heart Cake.....	\$6.99
Love Bug Cake.....	\$8.99
Cupcake Bouquet.....	\$14.99
Single Layer Double Chocolate Heart Cake.....	\$17.99
Giant Heart Shaped Decorated Chocolate Chip Cookie.....	\$14.99
Cookie Decorating Kit.....	\$14.99

## Gift Baskets

Sweet Kisses Wine Gift Bag.....	\$24.99
Every Day is Chocolate Gift Basket.....	\$37.99
Wine & Chocolate Gift Basket.....	\$66.99
Chocolate Lover's Basket.....	\$73.99



## Gourmet Chocolates

Assorted Chocolates in Gift Box....10 pc. single layer \$12.99.....	20 pc. double layer \$20.99
Gourmet Truffles .....	\$4.00 each
Valentine Chocolate Platter.....Small \$63.99.....	Deluxe \$72.99

**\*\*Hand Dipped Strawberries Available Friday 2/13 & Saturday 2/14 only\*\***

Gourmet Chocolate Strawberries hand dipped in Atkins Homemade Fudge.....	\$4.00 each
"I Love You" Combo - 6 Gourmet Chocolate Strawberries & 6 Gourmet Truffles.....	\$48.00