



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!

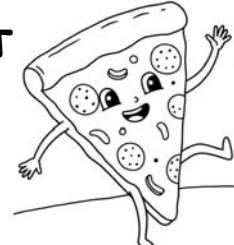
In honor of Chef Dave & his award-winning chili, Atkins Deli will be featuring our Beef Chili every Tuesday in February

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  
F FARMS  
Flower Shop**

Route 116, South Amherst

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

**PLACE YOUR  
ORDER TODAY!**

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

# **VALENTINE'S DAY FLOWERS**

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

Beautifully arranged  
in a vase

**\$129.99**



## **Roses & Hydrangea**

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

**\$75.99**



## **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**

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

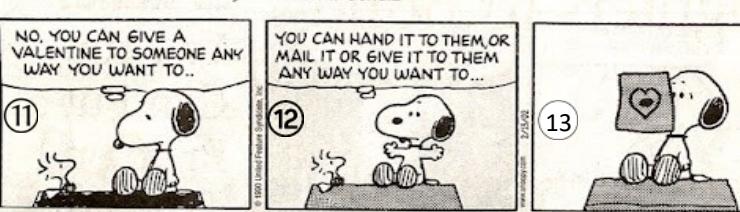
*Prices are for local deliveries only. Price does not include tax and delivery fee.*

# FEBRUARY 2026

ATKINS FARMS COUNTRY  
MARKET...

...OFTEN

IMITATED, NEVER DUPLICATED!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 <b>Dark Chocolate Day!</b> Check out our selection in the candy shop. 	2 <b>Groundhog Day!</b> Who's ready for the spring?! ...Or will Punxsutawney Phil see his shadow?? 	3 <b>Carrot Cake Day!</b> Order cakes or cupcakes ahead with this special flavor! 	4 <b>Senior Special Wednesdays!</b> 10% off in-store *some restrictions apply 	5 We have pre-made Gift Baskets for Valentines Day! Lots to choose from including wine, chocolate, berries and snacks! 	6 <b>National Chopsticks Day!</b> Grab some sushi from our sushi bar to celebrate! 	7 <b>Ice Cream for Breakfast Day!</b> Does Atkins have your favorite flavor in our freezer?? 
8 Our bakery, candy, and floral departments are ready for Valentine's Day! Are you?? 	9 <b>National Pizza Day!</b> Call ahead to order a pizza or calzone from Chef Roger! 	10 <b>February is National:</b> -Berry Fresh Month -Chocolate Lovers' Month -Snack Food Month 	<b>PEANUTS CLASSICS</b> By Charles M. Schulz NO, YOU CAN GIVE A VALENTINE TO SOMEONE ANY WAY YOU WANT TO... 11 YOU CAN HAND IT TO THEM, OR MAIL IT OR GIVE IT TO THEM ANY WAY YOU WANT TO... 12 13 			14 <b>Happy Valentine's Day!</b> Stop by pick up bouquets or a sweet treat for your sweetheart! 
15 What did one watermelon say to the other one on Valentine's Day?... ...You're one in a melon! 	16 <b>PRESIDENT'S DAY!</b> 	17 <b>MARDI GRAS</b> Last Day to get your PACZKI! <b>IT'S PANCAKE DAY!</b> Celebrate with Atkins own Buttermilk or Blueberry Pancake mix! 	18 <b>Ash Wednesday</b> <b>AQUARIUS</b> January 20th–February 18th 	19 <b>PISCES</b> February 19th–March 20th 	20 <b>National Muffin Day!</b> Stop by our bakery for a morning treat! 	21 Join us today in <b>The Loft</b> for our monthly Beer & Wine Tasting 1-3pm! 
22 	23 <b>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*) 	24 <b>Steakburger Day!</b> Check out our selection in the meat department for your dinner! 	25 <b>It's Clam Chowder Day!</b> Visit our soup bar for our soup of the day!  *Note Our deli has clam chowder every Friday!	26 <b>February</b> Birth flower: Violet Birth stone: Amethyst 	27 <b>IT'S PASTRY WEEK!</b> Go all out in our bakery! Treats galore! 	28 <b>Did you know</b> that there are 4 million leap babies in the world? 2 more years until their next official birthday! 



# Valentine Gifts

Call (413) 253-9528 or

order online: [shop.atkinsfarms.com](http://shop.atkinsfarms.com)



## 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

Minimum order for delivery is \$25 plus delivery. Prices do not include tax or delivery fee. \*Prices are subject to change\*