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TAKE TIME TO SMELL THE ROSES THIS VALENTINE'S DAY

GREENSBORO, NC – January 14, 2020 – A rose by any other name might smell as sweet, but did you ever think where those roses you buy come from, and what qualities to look for when buying a bouquet?

Buying flowers at a typical supermarket may be risky, but specialty grocer The Fresh Market has longstanding relationship with a premier grower who is also The Official Rose of the Rose Bowl Game, the Tony Awards and the Miss America Competition.

What makes The Fresh Market's roses stand out is not only the quality of the grower, but also the care they are given as they are grown and harvested.

The flowers grow in the sunny mountains of South America, about an hour outside of Bogotá, Colombia. Once the roses are cut, keeping them cool is key. They are transported in chilled cargo planes from Bogotá into Miami. They quickly go from the plane to a temperature-controlled warehouse where they are inspected by U.S. Customs.

Once the roses pass inspection, they are transported to The Fresh Market stores in temperature-controlled trucks equipped to inhibit the production of ethylene -- a plant hormone that accelerates the aging of flowers. By preventing the buildup of ethylene during transport, it extends the freshness of the flowers by up to 300%.

When the flowers arrive in the store, the florists give the roses a fresh cut, and a much-needed drink of water containing a special food called Floralife to promote hydration, nutrition and keep the stems clear and free flowing.

"Valentine's Day is the biggest day of the year for us in floral sales. We will sell over one million rose stems this holiday season," said Joann Whitley, Director of the Floral and Gift at The Fresh Market. "Just as our guests trust the quality and freshness of our food, the same holds true for our floral selection."

In fact, a little-known secret is that some local florists purchase their roses at The Fresh Market to make the arrangements they sell in their boutiques.

The Fresh Market's roses come in an assortment of stem lengths and colors, so guests can express their love as appropriate:

- Red roses are the traditional symbol for love, romance, and the universal way to say "I love you"
- Pink roses for admiration, gracefulness and happiness
- Yellow roses express joyfulness and friendship
- Orange roses for passion, desire and excitement
- Peach roses for deep appreciation and gratitude or to say, "thank you"
- White roses for purity, innocence and charm, as well as to express new beginnings
- Lavender roses to express "love at first sight" or enchantment

Here are some other rose customs from our grower:

- Giving a single rose of any color is a way to say “thank you” or express the utmost devotion.
- Two roses entwined together communicate "marry me", while a red and white rose entwined means unity.
- Six roses signify a need to be loved or cherished
- 11 roses assure the recipient they are truly and deeply loved
- 13 roses indicate a secret admirer

No matter how or to whom you chose to express your love and gratitude with this Valentine’s Day, you can avoid a “thorny” situation and trust The Fresh Market to have the quality and selection of roses that rival any florist for a fraction of the cost.

Valentine’s Day Meal Deal with Roses

You can also get an elegant meal for two, complete with a dozen roses, for only \$49.99 this Valentine’s Day for a romantic dinner at home.

Guests can choose two entrees, any combination:

- 9 oz Premium Choice Chateaubriand Filet Mignon
- 2 – 4 oz Ultimate Lump Crab Cakes
- 7 oz Chilean Sea Bass Portion

Along with one of each of the following:

- 1 lb Mascarpone Potatoes with Rosemary
- 1 Bunch Asparagus Tips
- 8 Chocolate Dipped Strawberries
- 1 Dozen Roses
- 1 Reusable Bag

About The Fresh Market, Inc.

Since 1982, The Fresh Market, Inc. has helped guests make every day eating extraordinary with time-saving meal solutions, unique ingredients and delicious food for any occasion. From fresh produce and exceptional meat and seafood, to signature baked goods and thousands of organic options, this specialty grocery retailer has something to please every palate. The Fresh Market currently operates 159 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on Facebook, Twitter, Instagram and Pinterest.