

The Fresh Market Sweeps All Grocery Categories in USA TODAY 10Best Readers' Choice Awards

GREENSBORO, N.C. – Leading specialty food retailer The Fresh Market was named the top grocery store across all categories in USA TODAY's 10Best Readers' Choice Awards.

According to USA TODAY, The Fresh Market took first place in the coveted Best Grocery Store category, in addition to Best Store Bakery, Best Store Deli, Best Store for Produce and Best Store Prepared Food. This marks the first time the premium grocer has placed first in all categories.

"First, I want to thank our guests for such a strong show of support," said The Fresh Market CEO Brian Johnson. "The guest experience is at the foundation of everything we do at The Fresh Market, and for guests to recognize us as the best in so many categories is truly an honor and proof that our brand of impeccable hospitality is a differentiator in the industry."

"Next, I want to thank our team members for creating an award-winning, premium retail experience," Johnson continued. "Without your attention to detail and your commitment to guest service and making everyday eating extraordinary, we would not be receiving these awards today."

"We welcome everyone to come and enjoy our best-in-class grocery experience as we continue to offer the highest quality fresh foods, interesting product assortment including local favorites, paired with our signature impeccable hospitality," concluded Johnson.

The clean sweep of USA TODAY's 10Best Readers' Choice Awards is the latest in a string of accolades for The Fresh Market in 2025. Newsweek recently named The Fresh Market the No. 1 grocery retailer in the Specialty/Natural/Ethnic Grocers category. Additionally, the premium retailer's Own Brands received multiple honors at the Vertex Awards, a global competition recognizing excellence in packaging design.

Nominees for USA TODAY's 10Best were determined by a panel of local experts and contributors who nominated their favorite American grocery stores based on value, selection and service. The top 10 winners were selected by popular vote over a 28-day period through the 10Best website.

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About The Fresh Market

Rated by *USA Today* as one of America's Best Customer Service Companies in 2025, voted #1 in three categories by *USA Today's* 10Best Readers' Choice Awards for 2024—"Best

Grocery Store Bakery," "Best Grocery Store Deli," and "Best Grocery Store Prepared Foods"—and recognized for three consecutive years as the “Best Grocery Store in America.” The Fresh Market currently operates more than 170 grocery stores in 22 states across the U.S. and one Spirits & Wine store, inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [Pinterest](#).

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