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CONTACT: Nicole Chabot

336.389.5769

nicolechabot@thefreshmarket.net

It's Prime Time For Pork At The Fresh Market

Specialty Grocer Enhances Meat Offerings with Introduction of Prime Pork

GREENSBORO, NC, May 21, 2019 – Pork is getting an upgrade at specialty grocer The Fresh Market. Starting this week, all of the fresh pork sold at the butcher counter will be elevated to “prime”.

Just like prime beef, the new Chairman's Reserve Prime Pork is the upper-echelon of quality in terms of having superior marbling, a visible pink color (which is an indicator of the pH level and translates to a moister piece of meat). It is 25% more tender than other leading pork brands and the additional marbling imparts a buttery flavor to the pork.

“We’re excited to provide our guests with fresh pork that’s the same caliber as our prime beef offerings,” said Peter Mayes, Director of Meat Merchandising at The Fresh Market. “It’s another way that The Fresh Market is helping guests to elevate their grill this summer, just in time for Memorial Day.”

The Fresh Market’s new Prime Pork is available in cuts including pork chops, pork tenderloin, ribs and roasts and can now be found at all of The Fresh Market’s 161 locations.

Prime Makes Perfect Pork

When cooking pork, some cuts are better suited for grilling versus roasting. Our experts recommend cooking the pork to medium (versus medium-well) to enjoy the flavor and juiciness of the prime pork. Here are some other tips, tricks and a delicious recipe to get the most from each cut:

- *Pork Chops:* Best enjoyed by grilling to a medium temperature, about 145 F; Sear the chop on high heat to develop a nice crust before moving it to the back of grill to finish cooking. This method ensures your chop has a nice, flavorful crust on the outside and a juicy, tender pork on the inside.
- *Pork Tenderloin:* Using indirect heat is key when grilling tenderloin, so your meat can cook all the way through properly. If you’re marinating or using a dry rub on your tenderloin, be sure to let the cut come to room temperature 30 minutes before you grill.
- *Ribs:* Roasting low and slow is the way to go when cooking ribs. Massage the ribs with your favorite rub, or even a simple seasoning of salt, pepper and brown sugar will help the ribs to retain more moisture and flavor while cooking. Wrapping your ribs in foil before slow cooking and then finishing on the grill allows the ribs to achieve more flavor and a nice crispiness.
- *Roast:* Using a Dutch oven to cook a roast provides an optimal taste and texture. Start by cooking the roast on the stove, a good sear will build more flavor. Then, add your sauce and braise the liquid before transferring to the oven to slow cook.



Grilled Pork Tenderloin with Verde Chimichurri

Cook time: Overnight / 30 minutes

Serves: 4-6

1 bottle Red Clay Verde Hot Sauce
1 c cilantro (tightly packed)
1 c parsley (tightly packed)
4 garlic cloves
1 small shallot
2 limes, freshly squeezed
1 tsp kosher salt
¼ c extra virgin olive oil
2 pork tenderloins

Pulse first 7 ingredients in food processor until roughly chopped. Stir in olive oil. Place pork tenderloins and ½ c chimichurri in a large zip top bag. Seal, massage bag to coat and refrigerate overnight. Prepare outdoor grill to medium high heat. Grill tenderloins about 7-10 min per side until a nice char develops. Move to a cooler part of the grill and close grill. Turn occasionally and cook about 10 minutes or until temperature reaches 145°F. Remove from grill and let rest for about 10 minutes. Slice tenderloins, arrange on a large serving platter and serve alongside remaining chimichurri.

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 161 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.

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