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The Fresh Market Joins Feeding America® to End Hunger This September

Retailer invites guests to round up at the register to support local food banks

GREENSBORO, NC – September 3, 2026 – [The Fresh Market, Inc.](https://www.thefreshmarket.net) is proud to announce its continued partnership with [Feeding America®](https://www.feedingamerica.org) for a special fundraising event during September's Hunger Action Month®. With nearly 48 million people in the United States experiencing food insecurity, including 14 million children, this initiative aims to help people facing hunger get the food they need now while creating long-term solutions for tomorrow.

Throughout September, guests at The Fresh Market's 172 stores will have the opportunity to round up their total at the register to the nearest dollar or make a donation of their choice. Every dollar donated helps provide at least ten meals secured by Feeding America on behalf of local partner food banks. 90% of the funds raised at each store location will go directly to support the partner food bank in that community, based on zip code. Additionally, 10% will support the activities of the Feeding America national organization.

"Food brings people together, and no one should have to wonder where their next meal will come from," said Brian Johnson, CEO of The Fresh Market. "Our partnership with Feeding America gives our guests an easy way to help fight hunger in the communities we serve. We are honored to stand alongside Feeding America and our guests in creating a stronger, healthier future for families across the country."

Last year, The Fresh Market raised more than \$155,000 through this initiative. This year, the specialty food retailer aims to exceed that amount and provide even more support to people experiencing food insecurity.

Hunger Action Month is an annual nationwide campaign each September led by Feeding America to raise awareness about hunger in America and inspire collective action. Across the country, families are feeling the pressure of rising food costs and tight budgets, and together, we can help ensure everyone has access to the food and support they need to thrive.

"Ending hunger takes all of us," said Elizabeth Pettengill, Feeding America's interim vice president of corporate and foundation partnerships. "When we work together, every action builds a bridge toward stability, helping to build a future where everyone has access to the food they need to thrive."



In addition to the current roundup fundraiser, The Fresh Market is committed to giving back to the communities it serves by regularly donating unsold food to local Feeding America partner food banks. This ongoing effort helps alleviate the impact of food insecurity and supports Feeding America's overall mission to end hunger in America.

About The Fresh Market, Inc.

The Fresh Market, Inc. is a specialty grocer dedicated to inspiring guests to discover the best in fresh foods, unique ingredients and convenient meal solutions. Rated by USA Today as one of America's Best Customer Service Companies in 2025 and recognized by USA Today's 10Best Readers' Choice Awards in multiple categories as well as by Newsweek as the "Best Specialty/Natural/Ethnic Grocer" for 2025, The Fresh Market operates more than 170 stores in 22 states. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Instagram](#), [Pinterest](#), [Youtube](#), [TikTok](#) and [X](#).

About Feeding America

Rooted in the voices of neighbors facing hunger, Feeding America® unites the country ensuring everyone has access to food and a thriving future. We support tens of millions of people as part of a nationwide network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs. Powered by leaders and volunteers embedded in local communities, we are one of the nation's most effective food distribution systems driving immediate impact today—and a catalyst for long-term change through advocating for legislation that improves food security and work to address its factors. We partner with people experiencing food insecurity, policymakers, organizations and supporters united with the unwavering commitment to provide nourishing food and work to end hunger at its roots so everyone can live fuller, healthier lives. Visit FeedingAmerica.org to learn more.