



FOR IMMEDIATE RELEASE

CONTACT: Meghan Flynn
336.402.6638
meghanflynn@thefreshmarket.net

THE FRESH MARKET LAUNCHES “TFM THE MAGAZINE” -- ITS FIRST-EVER MONTHLY PUBLICATION

Bringing the Gourmet Grocers Signature Food, Folks, and Fun Shopping Experience Right to Customers Fingertips

Greensboro, NC, Feb. 2, 2021 – The Fresh Market’s new monthly magazine is so mouthwatering, it should come with a suggestion to ‘please wear a lobster bib and have lots of napkins before reading!’

With the pandemic necessitating more online grocery shopping or quick in-and-out trips to the store, The Fresh Market recognized that something very important has been missing during these turbulent times... the **JOY** of shopping!

The Fresh Market has become known as the go-to destination for entertaining and special occasions, holidays and providing the answer for *What’s for Dinner tonight*.

“The inspiration behind the magazine was to bring those same feelings of joy, anticipation, and trust our guests have in our stores to shoppers at home, be it on their couches, kitchens or wherever their home office might be,” said Kevin Miller, Chief Marketing Officer at The Fresh Market. “The goal was to create one of the best food magazine experiences ever, chock-full of our exquisitely curated hard-to-find best tasting foods from around the world, plus features on our team members and exclusive content on our partners telling their stories directly or through the most influential tastemakers in America.”

The debut February issue features seasonal inspiration for Valentine’s Day like a cheese and chocolate board with wine pairing, romantic dinner and brunch meals, decadent desserts, unique finds such as a heart-shaped sweetheart ribeye or heart-shaped crab cakes, and the secret behind what makes The Fresh Market’s roses so long-lasting (hint: they are the same roses used in the Rose Bowl Game and Ms. America competition).

There are also practical tips for cooking and meal planning, including a citrus feature with a step-by-step guide on the best supreme method to get all of the juicy fruit segments with none of the bitterness. Another spread features guest influencer Michiel Perry, known as the Black Southern Belle, which includes her family recipe for a low country inspired shrimp sauté with okra and tomatoes. New products, like The Fresh Market’s Yellow Tomato Sauce made with tomatoes hand-picked on a family-owned farm in Italy, are showcased in a spicy torcetti pasta recipe that includes pancetta, pine nuts and Parmigiano Reggiano.

The Fresh Market: The Magazine is mailed directly to guest’s homes monthly and is also available in all The Fresh Market locations, as well as online at Issuu.com.

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](#).

#