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THE FRESH MARKET® AND FEEDING AMERICA® JOIN TOGETHER IN HURRICANE IDA RELIEF
IN-STORE FUNDRAISER KICKS OFF TODAY

GREENSBORO, N.C. (September 3, 2021) – After Hurricane Ida made its way up the Gulf Coast affecting parts of Louisiana and Mississippi, The Fresh Market quickly reached out to its mission partner, Feeding America®, to assist and provide aid to communities impacted by the hurricane. Now through September 28, shoppers in all the company’s 159 stores will have the opportunity to participate in the fundraiser by rounding up their store purchase at the register. The Fresh Market will match donations up to \$250,000 with 100% of funds collected benefiting Feeding America with 90% redistributed back to local Feeding America member food banks in the affected areas.

The Fresh Market operates five stores in Louisiana (Baton Rouge, Lafayette, Mandeville, Metairie and New Orleans). The company is filled with gratitude and relief that all its team members are safe and is providing for them during this time. Now the company is turning its attention to helping others in the affected area through its fundraising efforts with Feeding America, while working diligently to get all its stores in Louisiana back up and running to provide fresh food to the area.

“We are so grateful for the safety of our team members in Louisiana and pleased that we can join our mission partner, Feeding America, to raise funds and bring more meals to people affected by this devastating hurricane,” said Jason Potter, President and CEO of The Fresh Market. “Our store guests have always been generous in caring for others in the communities we serve, and we welcome them to join us in our efforts to provide meals to the people affected in Louisiana.”

“Our hearts go out to the communities that are affected by Hurricane Ida,” said Lauren Biedron, Vice President of Corporate Partnerships at Feeding America. “As many of our neighbors are beginning to recover from the effects of the hurricane, we are thankful for The Fresh Market and their support of local food banks serving impacted communities.”

About The Fresh Market, Inc.

Voted as the “Best Supermarket in America” by USA Today’s 10Best Readers’ Choice Awards, The Fresh Market helps guests discover the best 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, the specialty grocer 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](#).

About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).