



Discover the Best, Today!



FOR IMMEDIATE RELEASE

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THE FRESH MARKET LAUNCHES “FREE PREMIUM CHOCOLATE MONDAYS” WITH CURBSIDE ORDERS

“The Friendliest Curbside Experience in AmericaSM” just got a whole lot Friendlier and Sweeter!

GREENSBORO, NC – August 25, 2021 – The Fresh Market knows that Mondays can be tough sometimes so beginning August 30, all [curbside order](#) pickups will have one extra item-- a free sample of premium chocolate. Adding a decadent layer to The Fresh Market’s recently launched “Friendliest Curbside Experience in America” program, The Fresh Market Personal Shoppers will provide each curbside guest a free sample of The Fresh Market’s new **0.3 oz square of Himalayan Pink Sea Salt Dark Chocolate**. Combining The Fresh Market’s [Chocolate Lovers Monday](#) promotions with a free premium chocolate sampling at curbside pickups could transform Mondays into the best day of the week!

Launched in December 2020, The Friendliest Curbside Experience in America continues to meet guests’ needs and the latest chocolate treat sampling enhances the overall experience of grocery pickup. Surprising guests with a treat complements the curbside program’s successful foundation of having The Fresh Market Personal Shoppers to ensure quality and freshness, managers who double check and verify every order with their personal signature handed to each curbside guest, fast and efficient delivery to the car, and 100% satisfaction guaranteed on every item in the curbside basket.

Curbside orders continue to grow since launching nine months ago as guests appreciate the convenience and friendly customer service of the program. For the month of August, orders are up 28% and first-time orders are up 47% with the average guest rating of 4.7/5. Providing the best experience for guests to shop at The Fresh Market, whether in store or through curbside pickup, continues to be at the forefront of the company’s commitment to provide impeccable guest service.

“Our guests compliment us on the great communication they share with the Personal Shopper throughout the curbside process, quick and friendly service at pick up and the quality food in every order,” said Brian Johnson, Senior Vice President of Operations at The Fresh Market. “We’re thrilled that our guests appreciate the level of customer service and extra touches our friendly curbside provides, so adding a chocolate treat to Monday orders is just a small gesture of gratitude that we know they’ll enjoy!”

[Chocolate lovers](#) and all guests can shop in the [online store](#) or download the mobile app **on the App Store*** or on **Google Play***. For more information on The Fresh Market’s or to see what’s new, please visit www.thefreshmarket.com.

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About The Fresh Market, Inc.

Voted as the “Best Supermarket in America” by USA Today’s 10Best Readers’ Choice Awards, and “America’s Best Customer Service 2021” by Newsweek and Statista, 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



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flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

Image attached

Photo caption:

**The Fresh Market
Launches Free
Chocolate Every
Monday
Curbside Only**

