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EAT YOUR HEART OUT (AT HOME) THIS VALENTINE'S DAY

Serve Up a Romantic Night in with The Fresh Market's Complete Valentine's Day Meal

GREENSBORO, NC, Jan. 7, 2019- Valentine's Day is the second busiest day of the year for restaurants, so if your favorite restaurant is booked, you can still enjoy a romantic, restaurant quality meal with your loved one from the comfort of your own home. Specialty grocer The Fresh Market is offering a complete Valentine's Day meal where you and your significant other can cook and enjoy a meal together without the long wait of a busy restaurant (and it's much easier on cupid's wallet, too.)

The Fresh Market's Valentine's Day meal for two contains everything needed for an extraordinary meal at home. Guests select two entrées from a choice of steakhouse quality filet mignon, Warm Water lobster tails or Chilean sea bass, paired with whipped potatoes, asparagus tips, garlic parmesan butter and mini chocolate lava bundt cakes. The meal is completed with a bouquet of a dozen roses, all for \$59.99.

The Fresh Market also makes it easy to impress your sweetheart with your cooking skills in the kitchen with step-by-step [instructions](#) on how to prepare and cook the lobster tails at home. The Fresh Market's Valentine's Day meal can be pre-ordered in-store or online.

"If you're looking for a wine to pair with your entrée, you can't go wrong with a bold, red wine like cabernet sauvignon for the filet mignon, a buttery chardonnay for the lobster tails or a French rosé for the Chilean sea bass to really maximize the flavors on your plate," said Don Poplaski, Director of Beer and Wine Merchandising for The Fresh Market.

If you did happen to secure a reservation at your favorite restaurant, The Fresh Market offers a huge selection of fresh flowers, baked goods and chocolates to express your love on Valentine's Day. Chocolate has been long known as "the food of the Gods" since the Aztec days. The tradition of giving chocolate as a token of endearment originated in the 1800s as a way for male suitors to impress the object of their affection.

"From classic Godiva to artisanal chocolatiers, we have a wide assortment of heart-shaped boxes and bon bons, even adorable plush animals that come bearing a box of chocolate," said Meredith Stringer, Candy Category Manager for The Fresh Market. "For an out-of-the-box, unique way to express your love, we brought in a brand-new variety of chocolate to impress your loved one. It's called ruby chocolate. Unlike milk or dark chocolate, ruby chocolate is made from the ruby cocoa bean, it's pink in color, creamy in texture similar to white chocolate, but with a tart berry taste."

The Fresh Market is offering two specialty ruby chocolates this Valentine's Day including:

- Wild Ophelia Ruby Cold Brew Coffee Bites- a creamy, fruity, naturally pink ruby chocolate filled with smooth salted caramel and High Brew Cold Brew.

- Chocolove Ruby Cacao Bar- a ruby chocolate bar that boasts a smooth mouth feel and fresh, fruity and tart flavors.

Another Valentine’s Day tradition is giving roses. While **red** roses have become the definitive symbol for love, you can also express your love in other colorful ways such as:

Pink roses for admiration and happiness

Yellow roses for friendship

Orange roses for passion, desire and excitement

Peach roses for gratitude or to say, “Thank You”

White roses for purity, innocence and charm

Lavender roses for “Love at First Sight” or enchantment

Purple roses for adoration and royalty

“Our roses come in an assortment of colors, arrangements and lengths including 40-, 50- or 60-centimeter stems,” said JoAnn Whitley, Floral Category Manager for The Fresh Market. “The longer the stem, the bigger the rose!”

“No matter how you choose to express your love this Valentine’s Day, The Fresh Market hopes to inspire guests to make it extraordinary with easy meals, fresh flowers, and special treats from chocolate to baked goods,” said Rich Durante, Chief Merchandising Officer at The Fresh Market.

About The Fresh Market, Inc.

Since 1982, The Fresh Market, Inc. has helped guests make everyday 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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