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OH MY GOURD – PUMPKIN PALOOZA HAS ARRIVED AT THE FRESH MARKET

GREENSBORO, NC – August 15, 2019 – Specialty grocer The Fresh Market is elevating pumpkin spice to everything nice with both new and classic pumpkin products arriving this Fall. More than 60 pumpkin items across various departments will be available at all 161 stores. Here are our curator's top five fresh pumpkin favs:

Pumpkin Spice Coffee

Pumpkin spice lattes at coffee shops too sweet? The Fresh Market's Pumpkin Spice Coffee is a guest favorite and seasonal best-seller that combines the flavors of ripe pumpkin with cinnamon spice and nutmeg for a rich, smooth coffee with the perfect amount of autumnal flavor. Available in regular or decaf and ground or whole bean.

"Our pumpkin spice coffee combines all the comforting flavors of fall into one. Guests await the release of it every year because it's flavorful and balanced," said Meredith Stringer, Coffee Category Manager at The Fresh Market.

Pumpkin Donuts

The Fresh Market's new, gourmet, baked-in-store glazed pumpkin cake donuts are moist and fresh for a full-on taste of Fall.

"We will have 22 different pumpkin items available in our bakery this year, but the pumpkin donuts are my absolute fall favorite, because who doesn't love donuts? Especially gourmet ones that are freshly baked. Pair this with our pumpkin spice coffee and it's a match made in heaven," said Emily Stephens, Bakery Category Manager at The Fresh Market.

Ginger Pumpkin Seed Gouda

The newest seasonal cheese making its debut at The Fresh Market is a Ginger Pumpkin Seed Gouda from Artikaas Dutch Cheesemakers. The young gouda is smooth, creamy and made with real pumpkin seeds, ground ginger and a hint of garlic. It's best served at room temperature or warm, melted and gooey.

"I love finding cheeses that are one-of-a-kind and the Ginger Pumpkin Seed Gouda is no exception," said Andy Harvell, Cheese Specialist at The Fresh Market. "Add it to your next cheeseboard, grate it over pumpkin filled pasta or melt it into mac and cheese."

The Fresh Market Harvest Pumpkin Salsa

The Harvest Pumpkin Salsa is one of the most popular seasonal items in the store. It combines pumpkin, jalapenos, tomatoes and spice for a sweet and savory blend that's perfect with tortilla chips for easy, autumn entertaining.

"If you're looking for festive twist on your Halloween party's appetizers or football tailgate spread, the harvest pumpkin salsa is very popular among our guests every year," said Dwight Richmond, Director of Grocery at The Fresh Market. "That little touch of sweetness in the salsa really balances out the spiciness from the jalapenos."



The Fresh Market Pumpkin Pie Bark

Hints of nutmeg, cinnamon, ginger and allspice come together in The Fresh Market's exclusive Pumpkin Pie Bark. Bits of graham crackers are folded into the confection and then drizzled with dark chocolate for a sweet, creamy treat.

"Our pumpkin pie bark is hand-made in small batches, so it really captures the classic flavors of pumpkin pie but in a delicious bark form," said Meredith Stringer, Candy Category Manager at The Fresh Market.

Looking for pumpkin recipes? Check out one of The Fresh Market's top-rated pumpkin recipes below or www.thefreshmarket.com for more inspiration.

Pumpkin Soup with Gruyere

Ingredients (serves 4-6)

¼ c butter
1 large onion, chopped
6 c chicken broth
1 bay leaf
2 (14 oz) cans pumpkin purée
1 ½ c heavy cream
2 tbsp orange zest
2 tbsp orange Juice, freshly squeezed
⅛ tsp nutmeg, freshly grated
⅛ tsp ground ginger
¾ lb Gruyère cheese
Kosher salt and white pepper, to taste
2 tbsp chives, chopped, for serving
Toasted pumpkin seeds, for serving

Directions

In a large saucepan, melt butter over medium heat. Add onion and sauté until tender, about 5-6 minutes. Add chicken broth, bay leaf and pumpkin purée and bring to a boil. Reduce heat to low, cover and simmer for about 25 minutes.

Remove from heat and using a food processor or hand blender, purée until smooth. Return mixture to pan; add cream, orange zest, orange juice, nutmeg and ginger and cook over low heat. Gradually add cheese, stirring constantly until cheese has fully melted.

Season with salt and pepper to taste and garnish with additional cheese, chives and toasted pumpkin seeds.

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 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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