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## The Fresh Market's Party Platters and Brunch Meals Set the Stage for New Year's Eve

*Specialty fresh food retailer helps guests entertain with ease*

GREENSBORO, NC – Dec. 19, 2023 – [The Fresh Market](#) is excited to offer its incredible [selection of party platters](#) and brunch meals for pre-order to help make meal planning for the week between Christmas and New Years guests a breeze and to help them ring in the new year with style and ease. Whether guests are hosting an intimate gathering or a big celebration, The Fresh Market is here to make the last week of 2023 and the New Year a delicious success!

From a variety of artisan cheeses and charcuterie to delicious fruit and veggie options, The Fresh Market has something to suit every palate. The specialty fresh food retailer's platters are beautifully arranged and ready to serve, making them the perfect addition to any festive occasion.

All platters are available to [pre-order online in advance](#). Guests simply place their order online or at their local store by 2PM the day prior and set a preferred time window for pickup. This allows hosts to focus on their party preparations while The Fresh Market takes care of the rest. The Fresh Market offers a wide range of platters to choose from, including appetizers, mains, and sides, along with some new options this year:

- [Deluxe Charcuterie Antipasto Tray](#)
- [Chicken Wings](#) – Available in quantities of 25, 50 or 75.
- [Classic Fruit and Cheese Tray](#)
- [Deluxe Fruit Tray](#)
- [Wrap Tray](#) – Fully customizable! Chose from any of these eight wrap varieties: Buffalo Chicken, Cuban, Greek (vegetarian), Italian, Roasted Chicken Caesar, Roasted Chicken Salad, Turkey & Swiss or Turkey Apple Brie.
- NEW! [Mini Maryland Crab Cake](#), [Mini Ultimate Crab Cake](#), and [Mini Wild Salmon Cake](#) Platters

Guests also pre-order a New Year's brunch beginning this week. [Online ordering](#) is available Dec. 22 through Dec. 29 by 2pm EST. Guests are invited to pick up their meals in-store Dec 29, 2023—Jan. 1., 2024. Each New Year's Brunch, priced at \$19.99 and serves 4 (\$5 per person), includes the following:

- Choice of: Quiche Lorraine, Broccoli Cheddar Quiche or Spinach Tomato Quiche
- Tropical Fruit (24 oz)
- Blueberry Muffins (4 ct)
- The Fresh Market Reusable Shopping Bag (1 ea)

The Fresh Market will host a special New Year's Eve [shoppable livestream](#) on Dec. 21 at noon for inspiration on party meal planning!

*This!*  
IS THE FRESH MARKET



### **About The Fresh Market, Inc.**

Voted as the “Best Grocery Store in America” by USA Today’s 10 Best Readers’ Choice Awards in 2023, 2022 and 2021, “America’s Best Customer Service 2021” by Newsweek and Statista and a top 5 most trusted grocery retail brand for specialty and natural/organic foods in the 2022 BrandSpark Most Trusted 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 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](http://www.thefreshmarket.com) or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).