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THE FRESH MARKET SERVES UP SEAFOOD FOR THE LENTEN SEASON

GREENSBORO, NC – Feb. 15, 2021 – With the season of Lent upon us, specialty grocer The Fresh Market is helping guests make the most of fish Fridays with their robust selection of seafood. On any given day guests can expect to find over 15 varieties of fish from sea bass and grouper to swordfish, tuna and halibut. Before arriving in stores, every fish is cut to order and expedited to be delivered to stores the very next day for optimal freshness.

“Our seafood department rivals that of a local fish market you’d find on the coast. We have a large variety of fresh, restaurant quality fish including some that are already prepared like our Parmesan Tilapia that just needs to be popped into the oven,” said Dan Portnoy, Chief Merchandising Officer at The Fresh Market. “Some may shy away from cooking fish because it seems intimidating, but it can be quite simple, and we try to offer ways to make it easy. Our seafood specialists are always there to offer cooking tips or a recipe as well.”

Whether you are observing Lent or just looking for ways to add more fish into your weekly dinner routine, here are a few ways The Fresh Market can help:

Thursday and Friday-Only Seafood Specials

The Fresh Market’s Thursday and Friday seafood specials offer a way to try something new for dinner at a great price.

- On Thursdays, The Fresh Market’s Tilapia Parmesan and Pecan Crusted Trout are \$5.00 each. Both offerings come fully prepped and can simply be baked in the oven for an easy entree in a matter of minutes.
- Whole Atlantic Salmon Fillets are just \$5.99/lb. (a savings of \$7.00 per pound) every Friday in March. The fresh fillets are fully trimmed, bone-free and ready-to-cook. The Fresh Market’s [Roasted Salmon with Mustard, Lemon and Dill](#) recipe requires minimal ingredients and has a 5-star rating from guests.
- Wild American Shrimp are on sale at \$5.99/lb. (a savings of \$6.00 per pound) every Friday in March. The shrimp come fully prepped and ready-to-cook. They are peeled, deveined and already have the tails off. The Fresh Market’s [Pesto Pasta with Shrimp](#) recipe is also a rated 5-stars and can be prepared in 20 minutes or less.

The Fresh Market Canned Tuna

When buying canned tuna, quality of the catch is important. The Fresh Market’s canned tuna is sourced from the first tuna fishery to become MSC (Marine Stewardship Council) Certified Sustainable and is pole and line caught, which is the safest, most eco-friendly fishing method. Each fish is secured one at a time without disturbing other marine life. Their tuna is even third-party traceable back to the boat that caught it and the captain who manned the ship. It is also backed by multi-annual mercury and radiation testing for guaranteed safety.



Try using The Fresh Market's canned tuna in this 5-star guest rated [pasta with tuna, capers and lemon](#) recipe. The recipe serves four and can be prepared in 10 minutes for an easy, convenient meal.

Little Big Meal

The Fresh Market's popular Little Big Meals feed four people at a great savings, with a different meal being offered each week. From March 24th to March 30th, the Little Big Meal will be a Lent-friendly Fish and Chips meal for \$25 (a savings of \$20 compared to buying the meal components individually). The meal includes four cuts of Parmesan Cod, one bag of Alexia Fries, 1lb. of Cole Slaw or Pepper Vinegar Slaw, a 22oz. Mixed Melon Cup and a 9" Half Pie for dessert.

More Seafood Favorites

There are a variety of ways to enjoy seafood with The Fresh Market's fully prepped offerings. A few ready-to-cook guest favorites include Bourbon Salmon Fillets, Crab Mac and Cheese, Shrimp Cakes and Ultimate Lump Crab Cakes. With all the prep work done, enjoying delicious seafood has never been easier.

For more seafood tips, inspiration, and recipes visit www.thefreshmarket.com. Guests can also shop The Fresh Market's [online store](#) or download their mobile app on the App Store* or on Google Play* to order groceries for curbside pickup or delivery.

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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 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.

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