

This!
IS THE FRESH MARKET



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The Fresh Market Helps Guests Bring Easter Traditions to Life

Specialty fresh food retailer offering gourmet preorder meals, basket-ready treats, spring flowers and more!

GREENSBORO, NC – Feb. 26, 2024 – [The Fresh Market](#) is helping its guests celebrate the joy of spring and create an Easter to remember this year. With a focus on fresh, gourmet food, The Fresh Market is the perfect one-stop-shop for everything guests need to host a beautiful, stress-free meal and celebration. The specialty fresh food retailer's prepared meals, sides, and desserts—which include several new options this year!—make entertaining effortless, offering incredible flavor without all the fuss.

The Fresh Market's variety of ready to heat and ready to cook meals are available to [pre-order online in advance](#) now through Mar. 27 at 2PM, with pickup in store Mar. 28-31:

- [Easter Ham Meal](#) (Serves 8-10): Ready to heat. \$99.99 – Note that members of our [Ultimate Loyalty Experience](#) **save \$10** (\$89.99 for members)! Includes:
 - Spiral Sliced Bone-In Honey Ham (9 lb)
 - Fresh Pineapple Slices (16 oz)
 - Green Beans with Sea Salt and Black Pepper Butter Steamer Bag (2 lb)
 - White Cheddar Scalloped Potatoes (2.5 lb)
 - Soft Golden Dinner Rolls (12 ct)
 - Deluxe White Cake (7 in)
 - The Fresh Market Reusable Thermal Tote
- [Easter Ham Meal for 4](#): Ready to heat. \$64.99. Includes:
 - Spiral Sliced Bone-In Honey Ham (3.5 lb)
 - Fresh Pineapple Slices (16 oz)
 - Green Beans with Sea Salt and Black Pepper Butter Steamer Bag (2 lb)
 - White Cheddar Scalloped Potatoes (2.5 lb)
 - Soft Golden Dinner Rolls (4 ct)
 - Strawberry Bar Cake (18 oz)
 - The Fresh Market Reusable Thermal Tote
- [NEW! Herb Gremolata Lamb Market Meal Kit for Two](#). \$19.99. Includes:
 - Premium Lamb Steak
 - Asparagus
 - Herb Gremolata
 - Gnocchi
 - Olive Oil and Seasoning Packets

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- [Easter Rack of Lamb Meal for 2](#): Ready to cook. \$49.99. Includes:
 - Your Choice of French Cut Rack of Lamb – Seasoned or Unseasoned (1.5 lb)
 - Seasoned Asparagus (1 lb)
 - Mascarpone Whipped Potatoes with Rosemary (1 lb)
 - Hand Dipped Chocolate Strawberries (8 ct)
 - The Fresh Market Reusable Shopping Bag
- [Easter Prime Rib Meal for 2](#): Ready to heat. \$54.99. Includes:
 - Fully Cooked Prime Rib (1 lb)
 - Seasoned Green Beans (1 lb)
 - Mascarpone Whipped Potatoes with Rosemary (1 lb)
 - The Fresh Market Rosemary Horseradish Aioli (4 oz)
 - The Fresh Market Reusable Thermal Tote
- Easter Brunch Meal for 4: Ready to heat. \$19.99. Includes:
 - 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

The Fresh Market is also offering several a-la-carte mains, sides and desserts (including NEW! Italian rum cake and Lemon Cheesecake) for purchase now through the Easter holiday.

In addition, no Easter would be complete without beautiful spring flowers and the perfect Easter basket! The Fresh Market has festive treats to make those baskets extra special for guests of all ages. The retailer's extensive floral department has everything from tulip bunches to fresh roses to spring lilies and rose lilies. For inspiration on making Easter even more special, The Fresh Market will host an Easter shoppable livestream on March 7 at noon featuring Chef Anna Rossi.

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 or follow the company on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [Pinterest](#).