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### The Fresh Market Curates Delectable Delights for Mother's Day

*Specialty fresh food retailer offering indulgent meals, elegant flowers and gourmet gifts for mom's special day*

**GREENSBORO, NC** – April 15, 2024 – This Mother's Day, [The Fresh Market](#) is making it easy to treat mom and give her the pampering she deserves with a range of mouthwatering meals, vibrant spring bouquets, premium wines and decadent gifts.

Sometimes, the best gift is a break from meal planning. The Fresh Market's easy and elegant variety of ready to heat and ready to cook meals allow Mom to indulge in a delicious meal that she didn't need to prepare and are available to [pre-order online in advance](#) now through May 10 at 2PM, with pickup in store May 10-12:

- Create your own gourmet spread with [The Mother's Day Meal](#) by choosing two of the following: Premium Choice Chateaubriand cut filet mignon, lump crab cakes and NEW! Chilean sea bass cakes. These are accompanied by mascarpone whipped potatoes with rosemary, asparagus with red peppers and sea salt butter, eight chocolate dipped strawberries, and a The Fresh Market reusable tote. Also included with this meal deal is a beautiful "Love U, Mom" seasonal bouquet (\$59.99, serves two).
- [Prime Rib Meal for two](#) with all the trimmings like seasoned green beans, mascarpone whipped potatoes with rosemary and The Fresh Market rosemary horseradish aioli – complete with a The Fresh Market reusable tote (\$49.99, serves two).
- Those looking to start the day off right can treat Mom to the ultimate breakfast in bed with The Fresh Market's ready-to-heat Mother's Day Brunch (\$19.99, serves four). It comes complete with choice of [spinach tomato quiche](#), [quiche Lorraine](#), or [broccoli cheddar quiche](#)—along with tropical fruit, blueberry muffins and a The Fresh Market reusable shopping bag.
- Make it a truly memorable celebration by adding a bottle of crisp rosé like the Whispering Angel from Château d'Esclans. Top it off with handcrafted truffles or artisanal chocolate assortments perfect for indulging.

"With Mother's Day being one of our favorite holidays, we make it easy to wow Mom without any fuss," said Giorgio Bianchetti, Chief Merchandising Officer at The Fresh Market. "From premium meats and seafood to gourmet meals and gorgeous Passion Roses, we have everything you need to create a delicious and indulgent experience she'll always remember."

For those looking for personalized gifting, guests can choose from curated gift baskets brimming with luxurious treats or customize a basket to make a statement that's as unique as she is. The Fresh Market is known for its premium roses and wide selection of orchids that speak volumes of admiration and gratitude and make the perfect gift. And for the ultimate in gifting versatility, The Fresh Market gift cards let mom indulge in her favorites on her own schedule. All items are available in-store or can be ordered [online](#) for curbside pickup or delivery.

*this!*  
IS THE FRESH MARKET



For Mother's Day meals, recipes, gifting and entertainment inspiration, guests are encouraged to check out the April issue of [The Fresh Market Magazine](#) and a special Mother's Day Livestream hosted by Chef Anna Rossi airing on April 25 at Noon ET.

This Mother's Day, step into The Fresh Market and leave with more than just a gift - leave with a memorable celebration of all that she means to you.

### **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](#), [TikTok](#) and [Pinterest](#).