



FOR IMMEDIATE RELEASE

CONTACT: Meghan Flynn
336.402.6638
meghanflynn@thefreshmarket.net

THE FRESH MARKET LAUNCHES “THE FRIENDLIEST CURBSIDE EXPERIENCE IN AMERICAsm” CUSTOMER SERVICE PLATFORM
Highlights include Designated Personal Shoppers and a 100% Satisfaction Guaranteed on Every Curbside Item

Greensboro, NC, Jan. 12, 2021 – To make it easier and more convenient to pick up the \$2.99/lb ground chuck or chicken on Tuesdays, a celebratory dessert or bouquet, or the weekly Little Big Meal and your favorite Market Meal Kits, The Fresh Market is rolling out the green carpet for their Curbside Pickup guests.

Rated as one of the Top 5 supermarkets offering the Best Customer Service by Newsweek/Statista, the specialty grocer’s relentless focus on service continues with the launch of “The Friendliest Curbside Experience in America”. Key components of the program include having designated The Fresh Market Personal Shoppers to ensure quality and freshness, managers who double check and verify every order with their personal signatures handed to each curbside guest, fast and efficient delivery to the car, along with 100% satisfaction guaranteed on every item in the curbside basket. In addition, there are WOW moments to surprise and delight guests, such as having fully costumed Santa’s bring out curbside orders during the Christmas shopping season in December.

The Fresh Market completed the roll-out of the new Friendliest Curbside Experience in America program in all 159 stores on December 12, 2020. Since launch, the number of curbside orders has grown significantly, with an average guest rating of 4.7 out of 5 stars, wait times have decreased to under five minutes, and order completion (or fill) rates have also substantially improved.

“We’re committed to creating and curating the very best, and most delicious, food for our guests every day. Along with the 100% satisfaction guarantee on every item, we have added special touches, such as bringing you a bottle of water on a hot day, or a banana or clementine for your children,” said Brian Johnson, Senior Vice President of Operations at The Fresh Market. “Our Personal Shoppers are in constant contact with you while fulfilling your order and also write personalized thank you notes to our guests with recipe suggestions, products they think you’d like to try next time, along with other thoughtful touches.”

Guests who wish to try curbside pickup can download the mobile app [on the App Store*](#) or [on Google Play*](#). Between now and April 30, new users can enter the code 10OFF60 to receive \$10.00 off of their purchase of \$60.00 or more.

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](#).

#

** Apple and the Apple Logo are registered trademarks of Apple Inc. Google Play and the Google Play logo are trademarks of Google LLC.*