



Discover the Best, Today!



FOR IMMEDIATE RELEASE

CONTACT: Nicole Tankelewicz
336.389.5769

nicoletankelewicz@thefreshmarket.net

PEONIES THAT POP: COLOR-CHANGING VARIETY OF FLOWER AVAILABLE EXCLUSIVELY AT THE FRESH MARKET FOR A LIMITED TIME

GREENSBORO, NC – May 12, 2021 – On any given day, The Fresh Market’s floral department is blooming with seasonal and year-round flowers and plants from best-selling, fresh orchids to premium long-stemmed roses, bright bouquets, potted bulbs and more. The specialty grocer’s careful curation strategy allows them to bring in the freshest, most vibrant florals throughout the year including new Command Performance Peony flowers for the Spring that are so exclusive, they will only be available at The Fresh Market for an extremely limited time.

Grown in Southwest France in the region of Gironde, near the city of Bordeaux, Command Performance Peonies are full-petaled and among the largest of all peony varieties with blossoms as large as 20 centimeters. The petals start out hot pink and change every day transitioning to an antique pink color during the blooming process. At first, the peony’s buds will appear bulky, but they will soon transform into big, beautiful flowers treating you to a spectacular metamorphosis of colors along the way.



“We’re so excited to be able to offer these special flowers for our guests this year. Not only are they fun to watch, but they also have a long vase life so you can enjoy them for a longer period of time,” said Jo Ann Whitley, Director of Floral at The Fresh Market.

The Fresh Market is one of the only retailers on the East Coast offering Command Performance Peonies at its stores during this peak season. They will be available in bunches of three beginning on May 19th while supplies last.

For more information on The Fresh Market’s or its floral department, please visit www.thefreshmarket.com. Guests can also shop The Fresh Market’s florals in their [online store](#) or on their mobile app that is available in on the App Store* or on Google Play*.

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

About The Fresh Market, Inc.

Voted as the “Best Supermarket in America” by USA Today’s 10Best Readers’ Choice 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



Discover the Best, Today!



and thousands of organic options, the specialty grocer 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](#).

###