



**FOR IMMEDIATE RELEASE**

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## **GEARING UP FOR AN UN-GRILL-IEVABLE MEMORIAL DAY AT THE FRESH MARKET**

**GREENSBORO, NC** – May 11, 2020 – Memorial Day is often hailed as the unofficial kickoff to grilling season, and specialty grocer The Fresh Market is helping guests elevate their cookouts and barbecues with five fun favorites to take the grill up a notch.

Here are five of the specialty grocer's exclusive offerings to savor the season with this Memorial Day:

### ***Feltman's Hot Dogs***

Exclusive in the southeast to The Fresh Market, Feltman's Hot Dogs date back to 1867 and is known as the original Coney Island hot dog. The hot dogs are all-natural, sprinkled with an original spice blend and smoked to perfection, bringing the element of gourmet to hot dogs.

"The Fresh Market is proud to sell Feltman's hot dogs in all 159 of our store locations. We began offering them based on their great beefy flavor and love the fact that the company is owned and operated by veterans, said Diane Cleven, Director of Deli at The Fresh Market. "Zagat calls them the 'filet mignon' of hot dogs, and we agree!"



### ***Avocados from California***

California avocados are in peak season right now, and The Fresh Market is one of very few retailers on the east coast to carry them. It takes 14 to 18 months to grow a single California avocado, and being grown in the United States allows the fruit to be picked at their peak and stay fresh as it goes from tree to store to table in just a few days.



Not only can you slice open an avocado and enjoy immediately or on top of toast, but The Fresh Market's expert recipe developers also love grilling them and topping them with salsa, sour cream and even roasted pumpkin seeds for a hot take on appetizers. Check out the recipe online at:

<https://www.thefreshmarket.com/inspiration/recipe-and-ideas/grilled-avocado>.

### ***The Fresh Market Pineapple Nom Nom Salsa***

Seasonal and only available for a limited time, The Fresh Market's Pineapple Nom Nom Salsa adds a tropical flair this spring and is an exclusive recipe to The Fresh Market. Combining tomato, pineapple, onion, jalapeno peppers and garlic, pineapple salsa is great to nosh on while you're waiting for your food to grill. Our recipe developers also love it on top of grilled fish or on fresh fish tacos.





### ***Gourmet Burgers***

What would a Memorial Day cookout be without burgers? While it was recently in short supply, our fresh, ground beef is back. The Fresh Market's expert butchers grind fresh beef daily and only sell it the same day it's ground. The beef only comes exclusively from quality steaks and roasts, with no fillers.



The Fresh Market also has a wide selection of made-in-store gourmet burgers filled with flavorful ingredients that are ready to hit the grill. The top three most popular varieties among guests include Bacon Cheddar, Bleu Cheese and Portabella Gouda. For families of four looking for a convenient meal option for Memorial Day, The Fresh Market's Little Big Meal feeds four and comes with a choice of four gourmet burgers, buns, cheese slices, a tropical fruit tub and either potato or macaroni salad for

\$25, a savings of \$13.00 compared to buying each item separately.

### ***Strawberry Shortcake Cheesecake***

The Fresh Market's Strawberry Shortcake Cheesecake from Junior's is only available for a limited time and combines one of the season's favorite fruits with dessert for a delicious ending to Memorial Day. A spin on traditional strawberry shortcake, the exclusive confection is layered with yellow cake, strawberry preserves and whipped cream and is topped off with buttercream.



For more tips, inspiration and recipes on how to be a grilling pro this Memorial Day and all season long, visit [www.thefreshmarket.com/grilling](http://www.thefreshmarket.com/grilling).

### **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](http://www.thefreshmarket.com) or follow the company on Facebook, Twitter, Instagram and Pinterest.

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