



**FOR IMMEDIATE RELEASE**

**CONTACT:** Nicole Tankelewicz  
336.389.5769

[nicoletankelewicz@thefreshmarket.net](mailto:nicoletankelewicz@thefreshmarket.net)

**THE FRESH MARKET, INC. APPOINTS  
GERALD L. WALDEN, JR. AS ITS FIRST HEAD OF DIVERSITY**

GREENSBORO, NC, April 2, 2021 – The Fresh Market, Inc. (“The Fresh Market” or the “Company”), announced today that Gerald L. Walden, Jr. who currently serves as the Vice President, Head of Legal, has been appointed to serve as the Company’s first Vice President, Deputy General Counsel and Head of Diversity.

The newly created Head of Diversity role underscores the Company’s commitment to strategically advancing and integrating diversity, equity and inclusion values and practices in a way to better connect with The Fresh Market’s team members, partners, guests, and communities.

As the Deputy General Counsel, Walden will continue to play an integral part in The Fresh Market’s Legal Team offering vast experience in labor and employment law. He also currently serves on The Fresh Market’s Diversity Action Board and, for nearly a decade, has overseen the Company’s legal internship program which provides opportunities exclusively to minority law students. Further, Walden has an extensive background in inclusive leadership having served as the Chair of the North Carolina Bar Association’s Minorities in the Profession Committee, the President of the Guilford County Association of Black Lawyers, and currently a Board Member on the National Employment Law Council and two historically Black universities.

“Gerald has built a strong network throughout the organization and the State of North Carolina in his almost 17 years with the company that will help us continue our efforts in providing a more inclusive work environment for team members and shopping experience for our guests,” stated Jason Potter, President and Chief Executive Officer, The Fresh Market.

**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](#).

###