

The Fresh Market Debuts New Spirits & Wine Store in Ponte Vedra Beach, Offering Guests New, Premium Experience

GREENSBORO, N.C.—The Fresh Market announced Friday, March 7 the opening of its first-ever Spirits & Wine store this morning. The premium grocer is excited to bring the same exceptional shopping experience to its new adult beverages concept.

The new Spirits & Wine store is located adjacent to The Fresh Market's Ponte Vedra Beach, FL grocery store location and features a wide selection of premium spirits, wines and craft beer, plus assorted mixers, snacks, glassware, and wine by the glass. Guests can expect more than 7,000 square feet of retail space dedicated to a carefully curated range of spirits including bourbon, whiskies, rums and vodkas, alongside a comprehensive wine selection ranging from European to domestic offerings, craft beers, and chilled beverage coolers.

"The opening of our Spirits & Wine store is an incredible opportunity to expand on our popular beverage program," said The Fresh Market CEO, Brian Johnson. "Our guests already trust us to provide the highest quality ingredients and finest flavors from around the world. Now, with our Spirits & Wine store, they can enjoy the same impeccable hospitality paired with our new, top-shelf beverage offerings to help make their shopping experience extraordinary."

About The Fresh Market, Inc.

Voted #1 in three categories by USA Today's 10Best Readers' Choice Awards for 2024—"Best Grocery Store Bakery", "Best Grocery Store Deli" and "Best Grocery Store Prepared Foods"—and recognized for three years in a row as the "Best Grocery Store in America", and as 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 more than 165 grocery stores in 22 states across the U.S. and one Spirits & Wine store, inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [Pinterest](#).

Media Contact:

Sam Wroblewski

samwroblewski@thefreshmarket.net