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THE FRESH MARKET UNVEILS THEIR FAVORITE PUMPKIN PICKS

List Includes Perennial Top Sellers in Addition to New Specialty Items

GREENSBORO, NC – July 27, 2020 – There is something about the aroma and warmth of pumpkin spice that is comforting during these uncertain times and The Fresh Market is betting that pumpkin spice will be bigger than ever this year. The specialty grocer has curated more than 30 pumpkin and pumpkin spice products that feature this perennial fall flavor.

“Fall is one of my favorite times of the year at The Fresh Market. I love being able to offer our guests all of the innovative, intriguing, and just downright fun items that are coming in,” said Michelle Beck, Director of Private Label Merchandising. “We will have our popular pumpkin spice coffee, of course, but we also have something special in almost every department from produce to baked goods to candy and snacks,” said Beck.

Here is a preview of a few of The Fresh Market’s new and returning pumpkin best sellers this season:

Coffee

The Fresh Market Pumpkin Spice Coffee – Available in August

Exclusive to The Fresh Market, this Pumpkin Spice Coffee is a guest favorite and a hands-down best-seller every season. The 100% Arabica bean coffee combines the flavors of ripe pumpkin with cinnamon spice and nutmeg for a rich, smooth coffee with the perfect amount of autumnal flavor. The coffee is roasted in small batches and is available in regular or decaf and ground or whole bean.

Why we love it: “Our guests await the return of our pumpkin spice coffee every year. For me, it tastes like a cup of comfort on a fall morning. It’s balanced and flavorful with the perfect amount of spice,” said Beck.

Bakery

Pumpkin Killer Brownies – New, Available in August

Known for their big, multi-layered brownies, The Killer Brownie Co.’s brand-new pumpkin brownie can be found in The Fresh Market’s bakery starting in August. The brownie is made with a moist blonde brownie batter folded with real pumpkin puree, crunchy pecans, a blend of spices and their signature caramel sauce with white chocolate chips nestled throughout.

Why we love it: “We began offering Killer Brownies in our bakery last year and they truly are unlike any other brownie out there. They’re moist and rich and we love that we can now offer our guests these amazing brownies in a seasonal flavor for a limited time,” said Fauna Hartley, Bakery Category Manager at The Fresh Market.

Pumpkin Doughnut Muffins – New, Available in August

The Fresh Market was one of the first retailers in the southeast to offer doughnut muffins from Bisousweet Confections earlier this year and is now expanding their selection to include a seasonal



Pumpkin Doughnut Muffin. The doughnut muffins are handmade, baked, contain a delicate pumpkin flavor and are dusted with sugar. They are also all-natural and preservative free.

Why we love it: “It’s the best of everyone’s favorite breakfast pastries wrapped into one. The festive new pumpkin flavor will be available alongside of the other varieties we offer – chocolate chip, cinnamon and maple apple,” said Hartley.

Pumpkin Twist Brioche – Available in August

Another returning fall favorite at The Fresh Market, this light and fluffy Brioche contains a twist of pumpkin and brown sugar. The brioche is soft and sweet with a flaky crust and can be sliced and eaten alongside a cup of coffee or used for a fall flavored French toast or bread pudding.

Why we love it: “There’s nothing better than classic brioche bread, but the sweet pumpkin flavor twisted throughout really elevates the loaf for the fall season,” said Hartley.

Grocery

The Fresh Market Pumpkin Gingersnaps – Available in September

These traditional gingersnap cookies combined with the flavor of pumpkin are one of The Fresh Market’s best seasonal sellers. Enjoy them on their own, crumble in a yogurt parfait or make your own sandwich cookies by adding maple cream, vanilla, or cinnamon cream cheese frosting in the middle.

Why we love it: “Traditional gingersnaps are already a beloved fall cookie, so adding a pumpkin twist to them takes it to a whole new level of delicious,” said Beck.

The Fresh Market Pumpkin Salsa – Available in September

Last year, The Fresh Market’s Pumpkin Salsa was featured online as one of the “The Best Fall Foods to Try this Season” by the editors of Rachael Ray Every Day. The salsa is exclusive to The Fresh Market and is one of the most popular seasonal items in the store. It combines pumpkin, jalapenos, tomatoes, and spice for a sweet and savory blend. It is perfect with tortilla chips for easy, autumn entertaining.

Why we love it: “This is one of our most intriguing, but also one of our most popular products every year. The pumpkin blends perfectly with the jalapenos and tomatoes for a unique spin on traditional salsa. I love adding it to tacos to give them a little seasonal kick,” said Beck.

The Fresh Market Maple Pumpkin Butter – Available in September

Maple syrup, cinnamon and spice come together in this pumpkin butter that captures the essence of the season in a jar. The Maple Pumpkin Butter is made with pure ingredients and can be stirred into a latte, spooned over pancakes, waffles or toast, on apples, or blended with whipped cream for a pie or ice cream topper.

Why we love it: “Maple and Pumpkin Butter helps take an ordinary meal or snack to extraordinary, it just adds that little something that you didn’t know you needed,” said Beck. “One of my favorite ways to enjoy it is on a protein waffle for a fun way to make everyday eating seasonally fun.”

Produce

Pie Pumpkins – Available in September



Like traditional pumpkins, pie pumpkins (sometimes referred to as sugar pumpkins) are members of the squash family but are not commonly used for carving. These small, round pumpkins contain a sweeter flavor and a pulpy flesh making them the best choice for cooking or baking. Use them for pumpkin pies, pumpkin puree or in other festive recipes.

Why we love it: “Our pie pumpkins are grown by woman-owned farms in regions of Washington State and Illinois that are climatically excellent for growing pumpkins,” said Heather Hart, Category Manager for Produce. “We know that more and more people are baking this year, so we love being able to offer these fresh, specialty pumpkins so our guests can truly bake from scratch.”

Bulk

Ferris Pumpkin Spice Nut Mix – New, Available in August

This nut mix is balanced with the perfect amount of pumpkin spice flavor and aroma. Ferris Pumpkin Spice Nut Mix is made in small batches with baking spices combined with cashews, almonds, apricot pieces, pumpkin seeds, and dried cranberries.

Why we love it: “This nut mix is a heart-healthy snack and it has just the right touch of pumpkin spice without being overpowering. I also love it as a topping on yogurt,” said Mary Fox, Associate Category Manager for Bulk.

For more tips, inspiration and recipes on how to enjoy the flavors of fall all season long, visit www.thefreshmarket.com/fall-flavors.

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.

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