



FOR IMMEDIATE RELEASE

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CELEBRATE NATIONAL NUTRITION MONTH BY MAKING MEMORIES AROUND MEALS
The Fresh Market's Easy Meal Solutions Help Families Solve the Dinner Dilemma

GREENSBORO, NC – Feb. 27, 2019 – Sitting down to a shared meal is one of the most important family rituals. Studies show eating together as a family not only helps forge healthy eating habits, it can also help children perform better at school and make them less likely to engage in risky behaviors.

For many parents, convenience and minimal prep time is mission critical to getting dinner on the table. To celebrate March National Nutrition Month, The Fresh Market is helping families get a fresh-prepared meal on the table in less than 20 minutes with a wide range of easy meal solutions.

“The Fresh Market’s mission is to inspire our guests to make every day eating extraordinary,” says Larry Appel, The Fresh Market CEO. “We want to elevate the dining room table and help make it easy as well as accessible to serve a fresh-prepared meal every night, even when time is tight.”

Dinner, Done

Whether guests are looking for ready-to-eat, ready-to-heat or ready-to-cook meals, The Fresh Market has a number of options to solve the dinner dilemma.

Market Meal Kits: These handy kits are filled with premium, pre-measured, prepped ingredients to cook a memorable meal for two in 20 minutes or less. New recipes making their debut on shelves this month include:

- *Honey Balsamic Pork:* Comes with pork tenderloin medallions with honey balsamic glaze, green beans and mashed sweet potatoes
- *Chicken Penne with Parmesan Basil Sauce:* Sauté-ready all-natural chicken breasts and squash to serve over penne pasta and a Parmesan basil sauce
- *General Tso's Tofu:* Serve a delicious vegetarian meal with classic General Tso's sauce, tofu and a fresh vegetable medley that sautés up in minutes

Dinner Deal for Four: Easily feed a family of four with these ready-to-cook weekly meals that include an entrée and sides. On the menu for March:

- *Roasted Chicken Roll Ups with Vegetables:* Includes four stuffed chicken breasts, fresh roasted vegetables and The Fresh Market's fresh-baked Crispie Cookies.
- *Pot Roast:* Includes USDA Prime Chuck Roast, slow-cooked vegetables, rice and brownies
- *Chicken Parmesan:* A family favorite that comes with organic salad and garlic knots
- *Fajitas:* Choose between tender sirloin steak or chicken breast strips; tortillas and toppings included.

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Every Day Chicken Dinner: For a quick and easy meal the whole family will love, pick up The Fresh Market's tender, whole-roasted chicken, with sweet cornbread and two substantial sides for just \$12.99 on Sundays or \$14.99 Monday through Saturday. Side choices include comfort-food favorites, like Baked Potato Salad, Coleslaw, Yukon Gold Potatoes or Creamy Macaroni and Cheese, to Garlic Parmesan Potatoes, Edamame Chickpea Medley or Broccoli Cranberry Slaw with Almonds.

Bistro Meals: For those with no time to cook, The Fresh Market Bistro Meals are a quick, tasty and affordable (starting at \$7.99) option to curate a meal with minimal effort. Includes an entrée paired with two sides to make a fresh and satisfying meal straight from the deli to the dinner table. Entrees range from meatballs to meatloaf, chicken breasts to chicken salad, or paninis to pasta and veggie salads.

Tasty-Dishes To Go:

- **Pizza & Wings**
 - Perfect for March Madness, this \$10.99 combo comes with a 12-inch cheese or pepperoni pizza and one pound of roasted chicken wings in your favorite flavor (choose from Korean, Teriyaki, Sesame Garlic, Buffalo or Honey Barbeque.)
- **Flatbread Deli Pizza**
 - Oven-ready Flatbread Deli Pizzas available in Margherita, Pepperoni and Sausage or BBQ Chicken
- **Chicken Pot Pie**
 - Comfort food kicked up a notch with all-white meat chicken, peas and carrots in a velvety velouté baked in a flaky crust. Available in individual or family sizes (24 oz pie for four.)
- **Ready-to-Bake Italian Entrees**
 - Mangia with these classic Italian dishes ranging from hearty Meat Lasagna, Eggplant Parmesan, Sausage Tortellini in Blush Sauce or cheesy Manicotti.
- **Quiche**
 - For a quick and easy breakfast, brunch or anytime meal, these savory quiche varieties made with whole eggs and real cream. Choose from Quiche Lorraine, Broccoli Cheddar or Spinach Tomato.
- **Comfort Bowls**
 - If March is coming in like a lion where you live, a comfort food bowl is just what is in order to chase the winter blues away. Choose from Grilled Chicken Mac & Cheese, Meatloaf and Yukon Gold Mashed Potatoes with peas, or tender, savory Pot Roast and Mashed Potatoes.

Seafood in a Snap: We know fish is heart-healthy but cooking fish can be a barrier for many families. The Fresh Market offers convenient ways to serve seafood in a snap with these ready to cook options:

- *Seafood Steamer Bags:* Ready to bake or microwave in minutes, choose from marinated salmon, scallops, or shrimp and fresh vegetables.
- *Seafood Ramekins:* For an easy-yet-elegant meal, these ready-to-bake ceramic ramekin meals are available in Oishi sea bass, crab mac-and-cheese or shrimp and grits.

The Fresh Market produce department also offers fresh-prepped and seasoned sides to accompany any entrée. Choose from sesame ginger vegetables, seasoned Brussels sprouts or asparagus and zucchini primavera ,along with a variety of spiralized vegetable noodles.

The Lenten season begins on March 6 and goes through Saturday, April 20. For families who celebrate by abstaining from meat on Ash Wednesday and Fridays, The Fresh Market offers several meatless meal and seafood options, including a vegetarian substitute for the weekly Little Big Meal.

For St. Patrick's Day, March 17, The Fresh Market will have a traditional Irish meal of corned beef, and cabbage, along with fresh Irish soda bread from the bakery. Whip up some [Colcannon](#) (Irish mashed potatoes) to complement the meal. There will also be specialty Irish cheeses available including a new Guinness Stout cheese, along with Dubliner cheddar and Blarney cheeses from Kerrygold. Be sure to pick up some Irish Crème Brûlée coffee in the specialty coffee section, and don't forget the lucky Leprechaun chocolate coins in the candy aisle for the wee ones!

"Eating healthfully is not just about nutrients. It is about establishing a healthy relationship with food where all foods can fit into the diet when eaten in the right amounts," said Meghan Flynn, MS, RDN, a registered dietitian with The Fresh Market. "Sitting down to family meals, shopping and cooking with your children, are all vital to developing positive social and emotional habits around food."

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 161 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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