



The Fresh Market donates more than \$21,000 in support of the Alzheimer's Association

GREENSBORO, N.C. – The Fresh Market is proud to announce it has donated more than \$21,000 in collaboration with celebrity chef Carla Hall to support the Alzheimer's Association.

Throughout the month of June, the premium grocery retailer pledged to donate 10 percent of the sales price of Carla Hall's Sweet Heritage Butter Tarts to the Alzheimer's Association. The campaign aimed to raise awareness and fund critical research toward a cure. In total, The Fresh Market contributed **\$21,541.70** to the organization.

"It was our pleasure to partner with Carla Hall to help raise awareness and support for the millions of Americans living with Alzheimer's disease," said Emily Turner, chief marketing officer at The Fresh Market. "This cause is close to our hearts at The Fresh Market, and we're incredibly grateful to the Alzheimer's Association, Carla Hall, and—most importantly—our guests for helping us reach our fundraising goals."

"We're grateful to The Fresh Market and Carla Hall for their commitment to the fight to end Alzheimer's and all other dementia," said Sarah Fried, vice president, corporate initiatives, Alzheimer's Association. "Alzheimer's impacts millions of families and partnerships like this help fund critical care and support services and disease research, while spurring important conversation and encouraging others to join us in the fight to end this disease."

Carla Hall—known for her appearances on *Bravo*, *Food Network*, and *ABC*—is a passionate advocate for individuals living with Alzheimer's disease and a longtime supporter of the Alzheimer's Association. Her advocacy is deeply personal, inspired by her grandmother's experience with the disease.

"A big ol' thank you to everyone who stopped by The Fresh Market and picked up my Sweet Heritage Butter Tarts!" said Carla Hall. "Y'all didn't just treat yourselves — you helped raise more than \$21,000 for the Alzheimer's Association!"

“That’s a whole lot of goodness doing double duty: satisfying your sweet tooth and supporting critical research to help us get closer to a cure. I’m so proud to be part of this delicious way to give back. Let’s keep showing up for each other and keep working to #ENDALZ — one bite at a time!”

The number of Americans living with Alzheimer's is growing — and growing fast. According to the Alzheimer’s Association’s [2025 Facts and Figures report](#), nearly 7 million Americans are living with Alzheimer’s and it is estimated that more than half of all Americans know someone with the disease. Additionally, almost 12 million family members and friends serve as dementia caregivers.

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About The Fresh Market

Rated by *USA Today* as one of America’s Best Customer Service Companies in 2025, 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 consecutive years as the “Best Grocery Store in America.” The Fresh Market currently operates more than 170 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](#).

About the Alzheimer's Association

The Alzheimer’s Association is a worldwide voluntary health organization dedicated to Alzheimer’s care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®. Visit alz.org or call 800.272.3900.

About Carla Hall

Chef, best-selling author and television personality Carla Hall has been entertaining audiences with her enthusiasm for life and warm personality for years. She has starred on Food Network shows such as “BakeAway Camp,” “Halloween Baking Championship,” “Holiday Baking Championship” and “Worst Cooks in America.” She also hosted the

Emmy-nominated “Chasing Flavor with Carla Hall” (HBO Max) and serves as a judge on “Harry Potter: Wizards of Baking” (HBO Max). She first won over audiences when she competed on Bravo’s “Top Chef” and hosted ABC’s “The Chew” for 7 years.

Her product line, Sweet Heritage by Carla Hall (available through QVC), is designed to bring you kitchen items that are useful, reliable, and complete with a dash of joy and soul.

Carla’s latest cookbook, Carla Hall’s Soul Food: Everyday and Celebration, was published in 2018, landing on annual "Best Cookbook" lists across the country and receiving an NAACP Image Awards nomination. Her second children’s book, Carla and the Tin Can Cake Party will be published October 14th.