



FOR IMMEDIATE RELEASE

CONTACT: Nicole Chabot
336.389.5769

nicolechabot@thefreshmarket.net

THE HUDDLE IS REAL: SERVE A WINNING SPREAD WITH THE FRESH MARKET'S TOP GAME DAY GRUB

GREENSBORO, NC – January 8, 2020 – The backbone of any football team is the quarterback, and as the second largest food “holiday” of the year after Thanksgiving, the big game has its own quarterback of foods – ribs. The National Pork Board estimates that 10 million pounds of ribs are sold the week of the big game, and The Fresh Market’s baby back ribs take entertaining to the next level whether you’re feeding a crowd of 15 or four.

The Fresh Market’s baby back ribs will be available for \$2.99/lb. (a 50% savings) from January 29 to February 4, so you can stock up ahead of the game. As a general rule, the specialty grocer suggests purchasing one rack of ribs for every two to three people, depending on their appetite. For rib preparation inspiration, try one of these five-star rated recipes, [Oven Barbecued Baby Back Ribs](#) or [All American Baby Back Ribs](#).

Flank your ribs with a spread of other tried and true game day favorites from The Fresh Market:

Chicken Wings

The Fresh Market will sell an estimated 23,000 lbs. of wings for the big game this year. The chicken wings are roasted in-store daily for maximum tenderness and flavor. The specialty grocer’s wing platters come in 50- or 75-count and are available in several flavors including Buffalo, Teriyaki, Honey BBQ, Carolina Gold, Garlic Parmesan and its best-selling Savory flavor that is pre-seasoned with a dry rub of salt and spices. The wing platters also come with either blue cheese or buttermilk ranch dressing. Wing platters can easily be ordered online at www.thefreshmarket.com, and picked up in-store.

Pizza

The first Sunday in February is the busiest day for pizza restaurants with an estimated four million pizzas being consumed. Skip the delivery wait with The Fresh Market’s pizza and wing deal that comes with a 12-inch cheese or pepperoni pizza and one pound of chicken wings for \$12.99.

Avocados

February 2nd is not only be football’s biggest day, it is also the biggest day of the year for avocado sales. Nearly eight million pounds of [guacamole](#) will find their way to football feasts everywhere, and The Fresh Market has fresh, premium avocados on hand. The specialty grocer also has a selection of fresh prepared guacamole in three varieties – Spicy for those who like it hot, Chef Style for medium heat with lots of flavor, and Original, a deliciously savory and mild classic.

Cheeses and Dips

Another guest-favorite -- Take and Bake Brie -- is now available in a new Jalapeno Popper flavor. Wrapped in a buttery puff pastry, the creamy imported brie serves 4-6 people and is topped with a combination of jalapeno peppers, crumbled bacon and shredded cheddar cheese.

For dips, two top sellers include our Southwest Cheese Dip that is made fresh in store with assortment of cheeses, mayonnaise, red and green peppers, fresh jalapenos and hot sauce and our Roasted Buffalo Chicken Dip. Try serving these dips in a sourdough bread boule, accompanied by French rounds, baby carrots and celery sticks.



Stop by any of The Fresh Market's 159 stores for a taste of some of these football favorites and more on February 1st and 2nd from 12:00 to 4:00 PM. More game day and tailgate inspiration and recipes can be found at www.thefreshmarket.com/gamedayfoods.

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.

#