

**FOR IMMEDIATE RELEASE**



**THE CREAM RISES TO THE TOP: THE FRESH MARKET PLEDGES TO DONATE \$1.00 FROM EVERY CREAM PIE SOLD BETWEEN OCTOBER 30 – NOVEMBER 30 TO FEEDING AMERICA**

**GREENSBORO, N.C. (Oct. 14, 2019)** – Giving back this holiday is easy as *cream* pie during The Fresh Market’s Take A Slice Out Of Hunger fundraiser benefitting Feeding America.

Specialty grocer The Fresh Market is a national partner of Feeding America, donating millions of pounds of food each year to area food banks, as well as much needed monies through bi-annual fundraisers. The Take a Slice Out Of Hunger event takes place between October 30 - November 30 where \$1.00 from the sale of The Fresh Market’s new cream pies sold from the bakery cold case will go directly to Feeding America. Every dollar raised helps provide at least 10 meals, and 90% of the funds raised stays in the local community.

The cream pies are made from scratch and topped with real whipped cream in the following varieties:

- Pumpkin Praline Cream Pie
  - Pumpkin pie elevated with real whipped cream, pecans and a caramel praline sauce.
- French Chocolate Silk Cream Pie
  - Chocolate cream pie is actually the third most popular Thanksgiving pie (after traditional apple and pumpkin), and this French Chocolate Silk Cream Pie is holiday-worthy, made with rich, premium chocolate.
- Bananas Foster Cream Pie
  - A flaky crust filled with a base layer of caramel, followed by a banana cream filling that is whipped to smooth perfection and topped by hand with real whipped cream, crunchy brown sugar topping and more caramel sauce.
- Chocolate Silk Peanut Butter Cream Pie
  - A The Fresh Market exclusive recipe with peanut butter and chocolate silk cream, topped with real whipped cream and peanut butter chocolate drizzle.

“We wanted to offer our guests something extraordinary to serve their family this holiday, and these new cream pies are so good, you will definitely want to leave room for dessert,” said Jay Mandrillo, Director of Bakery Merchandising. “We also wanted to acknowledge that the holidays can be a struggle for some, and with our partner Feeding America, every pie sold can provide up to 10 meals for families in need.”

According to Feeding America, one in eight Americans struggle with hunger, which equates to 40 million people in the United States and includes more than 12 million children. The monies raised by The Fresh Market earlier this year helped provide upwards of 2.5 million meals.

**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 160 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](http://www.thefreshmarket.com) or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

### **About Feeding America**

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

###

### **Media Contacts:**

Meghan Flynn (meghanflynn@thefreshmarket.net; 336-389-3793)

Nicole Chabot (nicolechabot@thefreshmarket.net; 336-389-5769)

*\*\$1.00 helps provide at least 10 meals secured by Feeding America® on behalf of local member food banks.*