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CELEBRATE INTERNATIONAL WOMEN'S DAY ALL MONTH-LONG AT THE FRESH MARKET WITH PRODUCTS DEVELOPED AND MARKETING BY WOMEN

GREENSBORO, NC – February 17, 2020 – All throughout the month of March, specialty grocer The Fresh Market is paying homage to entrepreneurial women in food in celebration of [International Women's Day](#) (March 8), a global day celebrating the social, economic, cultural and political achievements of women.

The Fresh Market's team of female curators have selected some of their favorite products to be showcased in all 159 store locations in March. These products are not only developed by women, but who also run their company, employ other women and support social causes important to women.

Bisousweet Confections



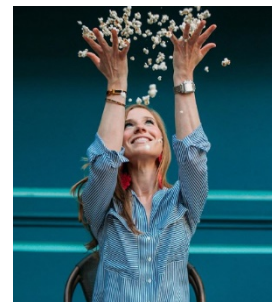
Coming in April, The Fresh Market's bakery will offer Bisousweet Confections' Doughnut Muffins. Created by Karen Collins out of her home in Massachusetts, The Fresh Market will be one of the first retailers in the southeast to offer her doughnut muffins.

Karen is also active in her community by supporting local nonprofits with regular food donations from her bakery, offering fundraising baking classes every year to raise money for scholarships and serving as a mentor for a small food business at Babson College.

Why we love it: *"All of Bisousweet Confections are all-natural and preservative free, plus who doesn't love doughnuts and muffins?"* said Bridget Bacelli, Merchandising Specialist for The Fresh Market. *"We love finding new, trendy bakery products like the Cro-Nut, and now doughnut muffins."*

Live Love Pop

Some of Lauren Mariel's fondest memories growing up were with her mother making homemade popcorn over the stove. Lauren created Live Love Pop after her mother was diagnosed with breast cancer in 2013 as a way for them to spend more time together and sell the popcorn they loved to make on a larger scale. Every bag of the gourmet popcorn is low-calorie, non-GMO and gluten-free.



Making its debut in stores in March, The Fresh Market will carry four varieties of Live Love Pop including Truffle Salt, Sea Salt, Salt and Vinegar and Cheddar and Sour Cream.

Why we love it: *"Finding products with an impactful story and mission behind them are always great additions to our lineup of products. With Live Love Pop, a portion of proceeds from each flavor is donated to a different nonprofit organization,"* said Maren Trocki, Director of Dairy and Frozen for The Fresh Market. *"The unique flavors and fun, brightly colored packaging are a major plus too."*



Me & The Bees Lemonade

Me & The Bees Lemonade originated after four-year-old Mikaila Ulmer was stung by a bee on two separate occasions. After discovering the important role that bees play in the ecosystem, Mikaila's mission to help the honeybees came full force. Using her great granny Helen's flaxseed lemonade recipe and local honey, Mikaila created Me & The Bees Lemonade. Now 14 years old, Mikaila donates a percentage of profits to organizations whose mission is to save the honeybees.

The Fresh Market currently carries Me & The Bees Lemonade with Mint, Me & The Bees Lemonade with Ginger and Me & The Bees Lemonade with Iced Tea. Their lemonades also contain no high-fructose corn syrup.

Why we love it: *"The story and mission behind Me & The Bees is plenty enough reason to love it, but their lemonade is also sourced with local ingredients like mint and honey from local farmers and beekeepers in Austin who practice sustainable farming and beekeeping,"* said Maren Trocki, Director of Dairy and Frozen for The Fresh Market.

Bixby & Co.

Kate McAleer of Bixby & Co. produces artisan chocolates with a commitment to using clean, natural and sustainable ingredients and practices. The confections are produced in a 125-year-old former ice plant on the coast of Maine. Kate was also named "Young Entrepreneur of the Year" by the U.S. Small Business Administration in 2015.



Bixby & Co.'s Milk and Dark Chocolate Sea Salt Caramels are available at The Fresh Market. The bite-sized sweets are made from premium caramel dipped in chocolate and sprinkled with sea salt from Maine's ocean, in addition to being non-GMO, kosher and gluten free.

Why we love it: *"Bixby's & Co. extreme commitment to sustainability is just one reason we love them, but what is also notable is Kate's dedication to creating clean chocolates after her mother was diagnosed with breast cancer,"* said Meredith Stringer, Candy Category Manager for The Fresh Market.

Callie's Biscuits

Carrie Morey of Callie's Biscuits is a mother of three girls, cookbook author and owner of Callie's Hot Little Biscuit in Charleston, Charlotte and Atlanta. She started Callie's Biscuits to keep the tradition of southern biscuit making alive in addition to making her mother's (Callie) made-by-hand biscuits available across the country. Carrie also spreads the buttery love by mentoring entrepreneurs and up-and-coming bakers by offering up baking space at her bakeries as well as lecturing at the College of Charleston School of Business.



Why we love it: *"Her products are the epitome of southern biscuits made available to enjoy right in your home. Her business is almost entirely female run too,"* said Maren Trocki, Director of Dairy and Frozen for The Fresh Market.

More women-owned products that can be found at The Fresh Market include:



- [Purely Elizabeth](#), a natural foods company specializing in granola and oatmeal
- [Foodstirs](#), a 'clean ingredient' bakery whose sweets contain less sugar and nothing artificial
- [Lotus foods](#), who imports handcrafted rice from small family farms to the US
- [Siren Snacks](#), plant-based protein and energy bites developed by two sisters after one was diagnosed with an auto-immune disease
- [Coolhaus](#), the leading women-founded and -led ice cream brand creating premium cookie sandwiches, pints and bars in innovative flavors
- [Van Hoekelen Greenhouses](#), the largest bulb grower on the East Coast

For more information on The Fresh Market, the women owned products they carry or other inspiration, visit www.thefreshmarket.com.

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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