

## **FOR IMMEDIATE RELEASE**

### **The Fresh Market introduces enhanced loyalty program, updated app**

**GREENSBORO, N.C.** – Premium grocery retailer The Fresh Market announced two major digital enhancements Wednesday, unveiling a revamped loyalty program and a newly redesigned mobile app as part of the company’s digital experience strategy.

The Fresh Market is reintroducing its loyalty program under a new name, TFM Rewards, reflecting the company’s focus on delivering greater value, personalization and convenience to guests.

These complementary launches represent the next evolution of The Fresh Market’s signature approach to guest service, offering enhanced benefits including:

- Expanded savings and rewards throughout the store
- Special in-store events with member perks
- 5% savings on curbside orders
- Enhanced birthday reward options
- More personalized offers to make it easier for guests to shop their favorite items

Guests may access their TFM Rewards profile through the company’s first native mobile app, as well as the The Fresh Market website.

According to Chief Marketing Officer Emily Turner, TFM Rewards and the updated app were developed to better meet guests’ expectations across both digital and in-store experiences.

“We are always challenging ourselves to do more for our guests,” Turner said. “TFM Rewards was redesigned to provide our loyal guests with more value, more personalization and more engagement, making it easier than ever to shop at The Fresh Market. And with our new app, we’re giving both members and guests a more complete experience, with easy access to more deals, special offers and the engaging content that sets us apart.”

TFM Rewards introduces enhanced rewards and tailored experiences focused on how guests prefer to shop. The redesigned app serves as a central hub for digital hospitality, featuring simplified navigation, expanded savings, curated meal inspiration and seamless access to loyalty benefits.

According to Turner, the digital experience enhancements build on the strength of the brand's in-store shopping experience.

“Everything we do begins with our guests and our promise to make everyday eating extraordinary,” Turner said. “These digital enhancements reflect that promise, helping us serve, support and celebrate our guests in new and thoughtful ways.”

The launch builds on The Fresh Market's milestone 2025, when the company was named the No. 1 Best Grocery Store in the U.S. in *USA Today's* 10Best Readers' Choice Awards, sweeping every major category and earning additional national recognition for customer service and specialty retail excellence. The new digital features extend the brand's award-winning hospitality into a more personalized, seamless experience both in-store and online.

#### **About The Fresh Market, Inc.**

Rated by *USA Today* as one of America's Best Customer Service Companies in 2025, voted #1 in six categories by *USA Today's* 10Best Readers' Choice Awards for 2025 including, "Best Grocery Store," "Best Grocery Store Bakery," "Best Grocery Store Deli," "Best Store Produce," and "Best Grocery Store Prepared Foods"—and recognized by *Newsweek* as the “Best Specialty/Natural/Ethnic Grocer” for 2025, The Fresh Market helps guests discover the best 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, the specialty grocer offers something to please every palate. 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](http://www.thefreshmarket.com) or follow the company on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [Pinterest](#).

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