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The Fresh Market Opens Thanksgiving Pre-Orders With Quality Meals and Value for Every Table
Holiday ordering to follow, with lower prices on favorites throughout the store

GREENSBORO, N.C. – Nov. 12, 2026 – The Fresh Market is helping its guests create special memories over food this holiday season with a variety of options. The specialty food retailer is a one-stop-shop for those looking to cook their holiday meal at home, with tried-and-true recipes that use ingredients found in its stores. In addition, The Fresh Market also offers several fully prepared, heat-and-eat meals that are great options for those who want a gourmet feast for an incredible value, but don't want to spend a lot of time in the kitchen.

Guests can pre-order their Thanksgiving meal through Nov. 24 and pick up at their local store Nov. 23-26 by 1 p.m., with meals for two to 14 guests starting at $21.99. Holiday ordering, which includes the same menu, follows from Nov. 27 through Dec. 21 by 2 p.m. Pickup is from Dec. 21-24 by 5 p.m.

The Thanksgiving and Holiday menu includes:

- **Ultimate Ham & Turkey Meal (Serves 12-14):** Ready to heat. $199.99, or $189.99 for TFM Rewards members (as low as $14 per person).
- **Traditional Turkey Meal (Serves 8-10):** Ready to heat. $109.99 (as low as $11 per person).
- **Traditional Ham Meal (Serves 8-10):** Ready to heat. $119.99 (as low as $12 per person).
- **Essential Turkey Meal (Serves 4-6):** Ready to heat. $79.99 (as low as $13.50 per person).
- **Essential Ham Meal (Serves 4-6):** Ready to heat. $79.99 (as low as $13.50 per person).
- **Prime Rib Meal (Serves 2):** Ready to heat. $59.99, or $54.99 for TFM Rewards members (as low as $27.50 per person).
- **Holiday Turkey Market Meal Kit (Serves 2):** Ready to cook. $21.99 ($11 per person).
- **Holiday Brunch (Serves 4):** Ready to heat. $24.99, with a choice of Quiche Lorraine, Broccoli Cheddar or Spinach Tomato quiche ($6.25 per person).

Meals include sides such as Yukon Gold whipped potatoes, traditional herb stuffing, white cheddar scalloped potatoes and roasted butternut squash with cranberries & pecans. Per-person pricing is as low as $11 with the

Traditional Turkey Meal and the Holiday Turkey Market Meal Kit. Guests can also add à la carte turkeys and hams, standing rib roasts, sides, rolls, appetizers and desserts, including pies and cakes.

Based on guest feedback, The Fresh Market has made holiday pre-ordering simpler this year, with more ways to order and payment at pickup. Guests can pre-order:

- **In store**, using an order form at the holiday order tables, where printed Catering Guides are also available.
- **Online**, or by scanning the QR code posted in stores.
- **From the digital Catering Guide**, where each item links directly to online ordering.
- **Through the free The Fresh Market app** (available in the Apple App Store or Google Play), which links to online ordering.

Online, guests select a store, add items to their basket and choose a pickup date and time, and a confirmation email follows. However guests order, they pay when they pick up their meal in store. December holiday orders will also be paid at pickup. More details are in the Holiday catering FAQ.

In addition to the value in its holiday meals, The Fresh Market is introducing lower prices on favorites throughout the store. Guests can bring home more value with the same high quality they expect. The Little Big Meal serves four for $25, with a new menu each week (excluding the week of Thanksgiving). Market Meal Kits are all-in-one meals for two, ready in 15 minutes or less, at a cost of $25 or less. Additionally, a hot food menu that rotates daily gives guests a ready-to-eat option.

“Guests come to us for food chosen with care, and the holidays are when that matters most,” said Alyssa Vescio, Chief Commercial Officer at The Fresh Market. “Our aim is to help guests make every meal extraordinary including every day eating and special occasions. We’ve expanded meal options, made ordering easier, and invested in value allowing our guests to enjoy delicious, high quality meals without the hassle.”

About The Fresh Market, Inc.

The Fresh Market, Inc. is a specialty grocer dedicated to inspiring guests to discover the best in fresh foods, unique ingredients and convenient meal solutions. Rated by USA Today as one of America’s Best Customer Service Companies and recognized by USA Today’s 10Best Readers’ Choice Awards in multiple categories as well as by Newsweek as the “Best Specialty/Natural/Ethnic Grocer” for 2025, The Fresh Market operates more than 170 stores in 22 states and is a wholly owned subsidiary of Cencosud S.A (BCS: CENCOSUD). For more information, please visit www.thefreshmarket.com or follow the company on Facebook, Instagram, Pinterest, YouTube, TikTok and X.