

Headline: The Fresh Market celebrates successful Mount Pleasant, S.C. launch with grand opening event

GREENSBORO, N.C. – On Saturday, May 3, The Fresh Market celebrated the grand opening of its new store in Mount Pleasant, S.C, bringing the total of stores for The Fresh Market to 172.

The doors to the new store opened early Wednesday morning to great fanfare from the local community. The Fresh Market's Greater Charleston area debut proved popular for the specialty grocer, with huge crowds of guests throughout opening day.

"We are extremely pleased with the response to our new store," said The Fresh Market CEO Brian Johnson. "We have a great team that is excited to bring our brand of impeccable hospitality to the town of Mount Pleasant."

New guests partook in a myriad of The Fresh Market opening traditions including a bread breaking ceremony and the cracking of an 80lbs wheel of parmesan cheese. Additionally, the first 120 guests received a free, 4-inch potted orchid and the first 500 guests were given a The Fresh Market, Mount Pleasant reusable grocery bag.

The Fresh Market also continued its commitment of supporting a local food bank with every new store launch. On Saturday, the team kicked off their partnership with the Lowcountry Food Bank and presented a \$2,000 donation to the organization.

The Mount Pleasant location is The Fresh Market's latest in a trio of new store openings; Wethersfield, Connecticut, and Jensen Beach, Florida, opened exactly one week earlier. The three stores cap an exciting period of growth for the specialty grocer, which has opened 11 grocery retail locations and the new Spirits & Wine concept in the past six months.

The new 25,000 square foot store is stocked with a carefully curated selection of high-quality meats and seafood, along with fresh produce, local finds, and a unique collection of international products. For guests in search of a convenient, high-quality meal, The Fresh Market boasts a broad selection of restaurant-quality prepared meals and sides and ready-to-cook, ready-to-heat options.

About The Fresh Market, Inc.

Rated by *USA Today* as one of America's Best Customer Service Companies in 2025, voted #1 in three categories by *USA Today's* 10Best Readers' Choice Awards for 2024—"Best Grocery

Store Bakery," "Best Grocery Store Deli," and "Best Grocery Store Prepared Foods"—and recognized for three consecutive years as the "Best Grocery Store in America," as well as a top 5 most trusted grocery retail brand for specialty and natural/organic foods in the 2022 BrandSpark Most Trusted Awards, 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 or follow the company on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [Pinterest](#).

Media Contact:

Sam Wroblewski

samwroblewski@thefreshmarket.net