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## The Fresh Market Invites Guests to Round Up for Local Food Banks This Holiday Season

*Holiday Round Up at all 172 stores supports local partner food banks throughout the Feeding America® network*

**GREENSBORO, N.C.** – Oct. 30, 2026 – From Nov. 1 through Dec. 31, guests at all 172 The Fresh Market stores can round up their total at the register to help their local food bank. Funds raised at each store through the Holiday Round Up go to Feeding America® and support the partner food bank(s) in that store's community.

Guests can round up to the nearest dollar or donate any amount they choose to help ensure nourishing meals stay within reach for families this holiday season and beyond**.** Every $1 donated helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks. Feeding America receives 100% of the funds collected. Ninety percent is redistributed to local partner food banks, and 10% supports the organization's work to source and transport food, coordinate disaster response, advocate for policies that improve food security and strengthen the nationwide network.

"Rounding up at checkout is a small act of generosity that, together, can make a meaningful difference for families experiencing hunger," said Brian Johnson, CEO of The Fresh Market. "This holiday season, we invite our guests to join us in supporting local food banks and helping our neighbors enjoy nourishing meals."

Nearly 48 million people in the U.S., including more than 14 million children, experience food insecurity, according to the U.S. Department of Agriculture. The Fresh Market has set a goal of raising $1,525 at each store over the 61-day campaign, or $262,300 across all 172 stores. Reaching that goal would help provide more than 2.6 million meals*.

"Food banks across the Feeding America network are working to meet sustained demand to help keep nourishing food within reach for neighbors this holiday season and beyond," said Elizabeth Pettengill, interim vice president of corporate and foundation partnerships at Feeding America. "Each round up at The Fresh Market helps bring certainty and stability for families during a season when everyone deserves to celebrate. We're grateful to The Fresh Market, its Team Members and guests for making that possible."

Beyond the Holiday Round Up, The Fresh Market regularly donates perfectly safe, unsold food to local Feeding America partner food banks, an ongoing effort that supports Feeding America's mission to end hunger in America.

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**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.

**About Feeding America**
Rooted in the voices of neighbors facing hunger, Feeding America® unites the country to ensure everyone has access to food and a thriving future. We support tens of millions of people as part of a nationwide network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs. Powered by leaders and volunteers embedded in local communities, we are one of the nation's most effective food distribution systems to drive immediate impact today—and a catalyst for long-term change through advocating for legislation that improves food security and work to address its factors. We partner with people experiencing food insecurity, policymakers, organizations and supporters, acting united with unwavering commitment to provide nourishing food and work to end hunger at its roots so everyone can live fuller, healthier lives.

Visit FeedingAmerica.org to learn more.
https://www.feedingamerica.org/