

FOR IMMEDIATE RELEASE



GIVING BACK IS AS EASY AS PIE THIS HOLIDAY AT THE FRESH MARKET
Specialty Grocer Pledges to Donate a Portion of Proceeds from Pie Sales to Feeding America®

GREENSBORO, N.C. (October 23, 2018) – The holidays are a time to bring family together around the table to enjoy good food and give thanks. For many families, getting food on the table remains a struggle, particularly during the holidays.

According to Feeding America, one in eight Americans struggle with hunger, which equates to 40 million people in the United States and includes more than 12 million children.

Rather than asking guests to donate additional monies at the register to help fight hunger, The Fresh Market is giving back with a “Take a Slice out of Hunger this Holiday” program, where a portion of proceeds from pie sales during the entire month of November will benefit Feeding America.

“As a national partner of Feeding America, The Fresh Market not only makes daily food donations to their network of local food banks and food pantries but is also committed to raising much needed funds to buy food, water and supplies where it is needed most,” said Larry Appel, CEO of The Fresh Market. “We are a culinary destination for people who love food, especially around the holidays. With our ‘Take a Slice out of Hunger’ promotion, giving back and giving thanks is literally as easy as pie.”

The Fresh Market sells more than a dozen varieties of pies that are baked fresh in-store, including perennial holiday favorites like pumpkin, old-fashioned apple, apple crisp, pecan and sweet potato, to more decadent versions like chocolate chip pecan, chocolate fudge and caramel apple walnut. For guests looking to add a rustic touch to their holiday dessert table, there is a hand-pleated colonial apple pie made with four pounds of fresh Ida Red apples.

“Ninety-percent of the total funds donated to Feeding America for this effort are distributed locally where The Fresh Market operates, so the monies directly benefit people in the community,” said Doug Montgomery, Managing Director of New Partnerships at Feeding America. “Every dollar donated helps provide at least 10 meals* to people in need.”

“Picking up a pie or two from our bakery will not only make for a special family gathering this Thanksgiving, it will also directly benefit other families in your communities by helping put food on their table throughout the holiday season,” said Emily Stephens, Bakery Category Manager at The Fresh Market.

**\$1 .00 helps provide at least 10 meals secured by Feeding America® on behalf of local member food banks.*

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 161 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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About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

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