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WHAT PUTS THE “SPECIALTY” IN SHOPPING AT THE FRESH MARKET

Insider Tips for What to Treat Yourself on, What the Exceptional Values Are in Addition to the Best Meal Deals in Town

GREENSBORO, NC, Feb. 17, 2020 -- Consumers have an array of choices for where to shop for their groceries, and unless you are in the food retail business, it can be difficult to decipher how one supermarket differs from another.

The Fresh Market is not a traditional grocery store but is characterized as a specialty grocery store. The store layout is about half the size of a conventional supermarket, making it easier, faster and a more personable place to shop. Rather than having different ‘tiers’ of products in each category, the buyers curate what they deem to be the best tasting, most innovative or first of the season, as opposed to the most well-known brand.

With a mission to “inspire guests to make everyday eating extraordinary,” The Fresh Market’s vision is to be the premier fresh-focused specialty food retailer known for their carefully curated and created product offerings, and for delivering an unparalleled shopping experience that inspires guests to try new products, entertain and cook with confidence and assemble easy meals.

How does this mission and vision translate to your shopping cart? By bringing you innovative foods and meal solutions that are on-trend, best-in-class and often *only* available at The Fresh Market.

We’ve compiled some of our guests’ favorites based on what The Fresh Market is best known for – from extraordinary quality and premium products you’d be hard-pressed to find anywhere else, to exceptional values and restaurant-quality meals to elevate the family dinner table.

Treat Yourself

- Prime Beef
 - Aside from an unbeatable selection of naturally-aged prime meat, what sets The Fresh Market apart are the expert in-store butchers, who custom-cut beef to guests’ specifications, and hand-trim to remove all exterior fat, leaving only interior marbling to add that deep, rich, buttery flavor.
 - Top-selling cuts: Ribeye is the king of steaks and is always consistent in quality, filet mignon is the most tender, while the best steaks for grilling include NY Strip, Porterhouse and Tomahawk steaks.

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- Products exclusively curated: How often do you see a Whiskey Barrel Aged Shoyu, or single-estate just bottled olive oils, or 24-month aged Parmigiano Reggiano sourced from a single dairy in all 159 store locations? The Fresh Market's merchandisers hold regular "cuttings" for each of their categories, where a wide variety of products are brought in to be taste tested to see what ultimately makes the cut for The Fresh Market shelves. Often, this enables the stores to have exclusivity on distribution or product launch, or to be first in the market area. Recent examples include guacamole cheese, [Killer Brownies](#), [Dalston's Soda](#), [holiday turkey pie](#), and [Ellenos Greek Yogurt](#)
- Sweet treats: With more than 100 varieties of specialty chocolates and sweet treats, a trip to The Fresh Market can make you feel like a kid in a candy store. Each month, there is a new offering of the hottest seasonal and on-trend candy items like [Smart Sweets](#) gummies that contain a full-days' worth of fiber (28g) and only 3g of sugar per serving, or pick up a bag of the best-selling dark chocolate covered almonds. There is something to satisfy anyone's sweet tooth.

Exceptional Values

These items are signature to The Fresh Market, made in store, with an exclusive recipe and offered at a competitive price.

- Roasted Chicken Salad
 - Made fresh in store with The Fresh Market's roasted chickens, cut-in-store celery and cage-free egg mayonnaise(\$9.99/lb)
- Nut Breads
 - Made from scratch in store and crafted with fresh ingredients, including walnuts from our Bulk Department and bananas and zucchini from our Produce Department (\$3.99 each)
- [Market Meal Kits](#)
 - Made in store using our freshest meat, seafood and prepped produce and designed to save time since all the prep work is done. Each meal for two is ready in 20 minutes or less. (starting at \$14.99)
 - Most popular kits include chicken marsala with broccoli and homestyle mashed potatoes, ginger glazed salmon with asparagus and creamy mashed potatoes, and bourbon pepper corn steak with mashed sweet potatoes and green beans. Kits include all sauces, seasoning and two sides.
- Flavored Gourmet Coffee
 - The Fresh Market's offers an extensive variety of 100% Arabica from around the world and roasted in Portland, Oregon. What the store is particularly known for are the more than 20 different flavored coffee varieties available every day, including top-seller Hazelnut, along with seasonal favorites such as Carrot Spice Cake and Wild Blueberry Pie in the spring, summer flavors like Raspberry Vanilla Almond, and holiday offerings like Pumpkin Spice, Peppermint Crème and Snowflake Sugar Cookie. (\$8.99/12-ounce bag or \$11.99/16-ounce bag)

- Orchids
 - Step into our stores and you will immediately notice beautiful displays of showstopping orchids, from Waterfall, to Rare Hawaiian and California orchids, these beauties come in an array of colors, shades and patterns, with new varieties throughout the year. (Starting at \$19.99)

Save On Meals for the Whole Family

- [Tuesday Chuck and Chicken at \\$2.99/lb](#)
 - Save up to \$3.00 a pound on fresh ground beef and boneless, skinless chicken breasts
- [Sunday and Tuesday \\$12.99 Roasted Chicken Dinner](#)
 - Roasted-in-store whole chicken, with a choice of two substantial side dishes from the deli (such as Brussels Sprouts or Macaroni and Cheese) and sweet corn muffins. A savings of \$2.00/each.
 - On Thursdays, the Roasted Chickens are just \$5.00/each
- [\\$20 Little Big Meals](#) different meal every week
 - Feed a family of four with our weekly Little Big Meals with even bigger savings (up to \$14). Comes with a choice of protein, vegetable sides, and accompaniments like sauce, bread or dessert for a freshly prepared delicious dinner in 20 minutes.
- [Bistro Meals:](#)
 - For those with no time to cook, The Fresh Market Bistro Meals are a quick, tasty and affordable (starting at \$8.99) option to curate a meal with minimal effort. Includes an entrée paired with two sides to make a fresh and satisfying meal straight from the deli to the dinner table. Entrees range from meatballs to meatloaf, chicken breasts to chicken salad, or paninis to pasta and veggie salads.

Unparalleled Shopping Experience

Another reason The Fresh Market differentiates itself is the shopping atmosphere. There is no need for shopping cart bumper cars in jam-packed aisles. There is soft lighting, inviting music, and helpful team members. Compared to a typical supermarket that is over 40,000 square feet, the average size of The Fresh Market stores ranges between 18,000 to 23,000 square feet, making it easier and faster to shop in.

It's also easier than ever to shop The Fresh Market online at <https://shop.thefreshmarket.com/> along with a corresponding mobile app. Guests can search by new items, sale items, specialty dietary needs, by aisle or easy meals.

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 159 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.