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The Fresh Market Helps Guests Create a Valentine's Day to Remember

Specialty fresh food retailer offering preorder meals, flowers and gift ideas, and a giveaway

GREENSBORO, NC – Jan. 17, 2024 – [The Fresh Market](#) is helping its guests pull out all the stops—from velvety roses to delectable desserts and fully prepped meals—as they plan a memorable Valentine's Day this year.

Whether guests are looking for a romantic gift for their partner or planning a thoughtful gesture for a friend, The Fresh Market is their one-stop-shop for everything they need for the holiday, with plenty of gift ideas – including heart-shaped chocolates to fine wines and flowers that impress. The specialty fresh food retailer has extensive and stunning bakery and floral selections, with premade desserts and gorgeous floral – from Passion Roses to an exclusive assortment of bouquets.

The Fresh Market is also offering showstopping meals that are available to [pre-order online in advance](#) now through Feb. 12 at 2PM, with pickup in store Feb. 9-18. All meals are ready to heat or ready to cook, and save guests time in the kitchen so they can enjoy the holiday:

- [Valentine's Meal for Two](#) - \$59.99
 - Choice of two: Premium Choice Chateaubriand Cut Filet Mignon, Ultimate Lump Crab Cakes, Wild North Atlantic Lobster Tail
 - Get one of each: Mascarpone Whipped Potatoes with Rosemary, Asparagus with Red Peppers and Sea Salt Butter Steamer Bag, Hand-Dipped Chocolate Strawberries (8), Dozen Roses, The Fresh Market Reusable Shopping Bag
- [Valentine's Prime Rib Meal for Two](#) - \$54.99: Includes Fully Cooked Prime Rib, Mascarpone Whipped Potatoes with Rosemary, Green Bean Medley, The Fresh Market Horseradish Aioli, The Fresh Market Reusable Thermal Tote
- [Valentine's Brunch for 4](#) - \$19.99
 - Choice of: [Quiche Lorraine](#), [Broccoli Cheddar](#), or [Spinach Tomato Quiche](#)
 - Get one of each: Tropical Fruit, Blueberry Muffins, The Fresh Market Reusable Shopping Bag
- [NEW! Wagyu cuts](#): Available for pre-order, nothing sets the stage for romance better than The Fresh Market's opulent Wagyu beef that's famous for its beautiful marbling, which gives the meat a buttery texture and rich flavor. American Wagyu Ribeye is gorgeously marbled and deeply flavored with melt-in-your-mouth tenderness thanks to a meticulous slow and long feeding program sans growth hormones. The Ribeye is the premier steak cut and the richest, most buttery and flavorful steak.
- [Sweetheart Ribeye](#): Back by popular demand, The Fresh Market's Premium Choice Sweetheart Ribeye is hand-cut and butterflied into the shape of a heart by its expert butchers. It's aged at least 14 days for maximum tenderness. Tips for a perfectly cooked Sweetheart Ribeye can be found [here](#).

This!
IS THE FRESH MARKET



- Heart-Shaped Crab Cake: Made exclusively for The Fresh Market, these Valentine's-themed delicacies are made from the retailer's perfectly seasoned, ready-to-cook Maryland Crab Cake.

For inspiration on making the Valentine's Meal for Two even more special, The Fresh Market will host a Valentine's Day shoppable livestream on Feb. 1 at noon featuring Chef Anna Rossi.

In addition, guests who place their curbside order for pickup on Valentine's Day (Feb. 14) will receive a free rose with each order as part of The Friendliest Curbside Experience in America!

About The Fresh Market, Inc.

Voted as the "Best Grocery Store in America" by USA Today's 10 Best Readers' Choice Awards in 2023, 2022 and 2021, "America's Best Customer Service 2021" by Newsweek and Statista and 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 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](#).