



To Our Valued Guests:

The health and safety of our guests, as well as team members, remains a top priority at all 159 of The Fresh Market's store locations. As the coronavirus (COVID-19) situation evolves, we want to assure you that we are taking significant precautionary measures and adhering to recommendations from public health officials, as well as continuing to maintain our high standards of cleanliness.

We have assembled a multifunctional task force that includes key leaders across the organization who meet daily to ensure we continue to address all facets of this developing situation. This team is equipped with contingency plans to respond to a variety of different scenarios so that we may react swiftly if any of the areas where we operate are impacted. We are actively working with our safety experts, vendors and suppliers to ensure that we can continue to offer you the best of fresh, specialty foods and meal offerings.

In addition to reinforcing good hygiene practices recommended by the CDC with our team members, we have also increased the frequency of our already stringent cleaning and sanitation procedures in every department. The Fresh Market has temporarily suspended self-sampling stations in the stores; however, if guests would like to try a product, please ask any team member, and we would be happy to provide a sample.

We have also received questions about fresh produce purchasing and whether food is at risk. While there is currently no evidence that fresh produce can transmit the virus, strictly following good personal hygiene practices is the best defense as is washing your produce when you get home, as you normally would. At the store level, we are also providing guests with disinfectant wipes to use for their hands and on their shopping carts or baskets.

We are monitoring the situation closely and will continue to modify our processes to maintain the highest levels of cleanliness in our stores.

Please reach out to your store manager with any concerns, or call our guest care team at 866-817-4367 or 336-389-5795 Monday-Friday 8am-5pm (Eastern Time).

We look forward to exceeding your expectations and continuing to deliver an unsurpassed shopping experience in a warm, welcoming and safe environment.

Sincerely,

Jason Potter  
President and CEO  
The Fresh Market