

FOR IMMEDIATE RELEASE

The Fresh Market Reopens Hendersonville Store

Hendersonville, N.C. — The Fresh Market, a leading specialty grocer, reopened its Hendersonville store Wednesday, welcoming guests back after months of repairs and upgrades. The store had been closed for more than a year following the impact of Hurricane Helene in 2024.

Guests were treated to a newly renovated layout that showcases the brand’s renowned assortment of fresh, curated and premium products, including freshly prepared meals, USDA Prime Beef, peak-season produce, and a wide range of specialty and private-label items. As part of the celebration, The Fresh Market also presented a \$5,000 donation to MANNA Food Bank to support the Hendersonville community.

“Reopening this store has been meaningful for our entire team,” said Brian Johnson, CEO of The Fresh Market. “We’ve missed being part of the Hendersonville community, and it’s wonderful to welcome our guests back to experience our award-winning brand of impeccable hospitality paired with the highest-quality fresh foods and finest selection of global and local products.”

A Hendersonville Homecoming

Embracing the local community is at the heart of this reopening. The day began with a Bread Breaking Ceremony accompanied by the Hendersonville High School marching band. Remarks were delivered by Mayor Barbara Volk, Chamber of Commerce President Robert Williford, as well representatives from vendors Poppy’s Popcorn and Devil’s Foot Beverage Company who partnered with The Fresh Market on the Explore Asheville campaign during the store’s rebuild. More local vendors sampled products throughout the day, highlighting the region’s makers and growers.

Weekend Festivities

The celebration continues Saturday, March 14, with a “Homecoming Celebration” from 10 a.m. to 2 p.m. The event will exclusively feature local vendors, along with family-friendly activities including live bluegrass music, a grilling station, kids’ activities, and giveaways.

About The Fresh Market, Inc.

Rated by *USA Today* as one of America’s Best Customer Service Companies in 2025, voted #1 in six categories by *USA Today’s* 10Best Readers’ Choice Awards for 2025 including, "Best Grocery Store," "Best Grocery Store Bakery," "Best Grocery Store Deli," "Best Store Produce," and "Best Grocery Store Prepared Foods"—and recognized by *Newsweek* as the “Best Specialty/Natural/Ethnic Grocer” for 2025, 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 offers something to please every palate. The Fresh Market currently operates more than 170 grocery stores in 22 states across the U.S. and one Spirits & Wine store, inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [Pinterest](#).

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