



Contact:

Karina Timmel, KC Public Relations
404.233.3993; ktimmel@kcpr.net

FOR IMMEDIATE RELEASE

THE FRESH MARKET® OFFERS EASY TIPS FOR A SPECIAL EVENING THIS VALENTINE'S DAY
Specialty Grocer Makes It Simple To Create A Romantic Gourmet Dinner For Two

Greensboro, NC (January 21, 2008) – The Fresh Market makes it easy to embrace last-minute tendencies and skip the competition for restaurant reservations this Valentine's Day. Instead, the specialty grocer offers up ideas on how to make a romantic candlelit dinner for two in the comfort of your own home using easy-to-prepare foods that don't require much work, time or know-how. In addition, The Fresh Market is a one-stop destination for all Valentine's Day needs, from a large selection of gourmet chocolates to affordable flowers for a sweetheart or centerpiece. To make things simple, The Fresh Market has outlined an ideal evening with suggestions below.

Set the ambiance. Root® candles are available at The Fresh Market in a variety of sizes and colors. These quality candles help set the romantic mood for a dinner for two.

Start the evening off with a delicious pairing of fruit and cheese. The Fresh Market offers over 200 varieties of imported and domestic cheeses. If you like Brie, go for the puff pastry-wrapped "take and bake" mini-Brie paired with TFM French Rounds or with Pink Lady apples, sliced thin for a simple yet dramatic hors d'oeuvre.

Choose an elegant entrée. The Fresh Market's Valentine's Day beef tenderloin roasts for two are cut to order, perfectly trimmed and are so simple to prepare all you need is an oven!

Add an effortless side dish or two. Choose from a selection of prepared side dishes like white cheddar bacon twice-baked potatoes. Just pop them in the oven alongside the beef tenderloin for an equally elegant accompaniment. The Fresh Market also has a variety of delicious salads and cut and prepped vegetables to easily round out the meal.

Conclude dinner with a special touch. The Fresh Market's hand-dipped dark chocolate-covered strawberries and a glass of fine champagne like Veuve Clicquot NV, which received a 90-points rating from *Wine & Spirits Magazine*, are a romantic way to toast a Valentine.

Give a gift.

- The Fresh Market has an incredible deal on Valentine's flowers - choose **a dozen roses for only \$14.99**.
- Select from a wide assortment of gourmet chocolates, including special Valentine's selections from **Godiva**.
- Give her (or him) **strawberries with decadent TFM chocolate sauce** instead of flowers this year!
- Create a one-of-a-kind gift with one of The Fresh Market's **custom gift baskets**; a store associate can help handpick the items and assemble a unique presentation.

About The Fresh Market

On March 8, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 77 stores in 18 states, concentrated in the Southeast, Midwest, and

Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.