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FOR IMMEDIATE RELEASE:

THE FRESH MARKET HELPS CELEBRATE MOM IN HER FAVORITE PLACE
Specialty Grocer Offers USDA Prime Beef to Give Mothers a Restaurant Experience at Home

Greensboro, NC (April 30, 2009) – Home is where the heart is and Mother’s Day is the perfect time to let mom relax and feel pampered in her own space on her special day. **The Fresh Market**[®] has all the ingredients necessary to celebrate mom with a restaurant-quality meal without leaving the house.

Because she deserves the very best, The Fresh Market suggests centering the Mother’s Day meal on its limited offering of USDA Prime Beef. This is the finest grade of beef; stringent standards for marbling and age virtually guarantee it will be the best steak mom – and the family – will ever eat! Paired with lobster tails, it makes a truly memorable surf and turf dinner. *USDA Prime Beef Tenderloin specially priced at \$11.99 per pound from May 6-12; Cold Water 5.5 oz lobster tails specially priced at 2 for \$15.00 from May 6-12**

With the Prime Beef cooking on the grill, it is a perfect time to toast mom with mimosas. The Fresh Market suggests breaking from tradition by mixing champagne with a selection of Looza Nectar. Try Peach, Apricot, Pear or Mango. For pure decadence, pair them with Chocolate Dipped Strawberries from the store’s bakery. *Looza Nectar is specially priced at \$3.29 each from April 29-May 26; Chocolate Dipped Strawberries are specially priced at \$8.99 per 9-count from May 6-12*

The Fresh Market Deli offers three new delicious and time-saving salads that are perfect complements to beef.

Blue Cheese Potato Salad is made with big chunks of potato, blue cheese, celery, onion and the perfect blend of mayonnaise and seasonings. *\$4.99 per pound*

Spinach Feta Rotini is light and flavorful as it blends rotini pasta with fresh feta cheese, fresh spinach and diced red peppers in an olive oil dressing. *Specially priced at \$5.99 per pound from April 29-May 26*

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Pasta Carbonara is a combination of bowtie pasta with a creamy parmesan sauce, prosciutto, red peppers and peas for an extraordinary cold pasta salad. *\$6.99 per pound*

Round out the meal with a selection of Artisan breads from The Fresh Market Bakery. Choose from Rosemary Sea Salt Bread, Asiago Bread with Sundried Tomatoes, French Baguettes or a timeless favorite of Butter Croissants. *Prices vary.*

Keep dessert light and refreshing with cut fresh fruit or elegant and decadent with The Fresh Market's Chantilly Cake or Fruit Tart.

Chantilly Cake is three layers of moist yellow cake with a fluffy butter cream icing surrounded by toasted sliced almonds and topped with an assortment of fresh fruit. *\$17.99 each*

Fruit Tart shells make a beautiful presentation as they are filled with a mixture of Bavarian cream and whipped butter cream, topped with a combination of fresh fruit and a sugar glaze. *9-inch tart \$17.99 each*

Decorate the table with a bouquet of mom's favorite flowers from The Fresh Market to complete a memorable at-home Mother's Day Celebration that will make mom feel special.

**Some products may not be available in all stores. Prices subject to change. All items subject to availability.*

About The Fresh Market®

On March 5, 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 87 stores in 17 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.

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