



Contact:
Jennifer Foushee
KC Public Relations
404.233.3993
jfoushee@kcpr.net

MAY'S INSPIRATIONS AT THE FRESH MARKET

No matter what's on the grill, the specialty grocer can help make it saucy!

GREENSBORO, NC (May 4, 2009) – Every month, specialty grocer The Fresh Market inspires its customers with entertaining ideas, recipes and specials through its in-store magazine, [Inspirations](#). With each issue, readers will find the recipe for that month's "Fresh Flavors" chef cooking demonstrations, coupons and a list of new products arriving in stores. For May, customers will learn about grilling basics, building a brilliant burger, meal ideas for Mom, and much more!

Featured in this month's issue is The Fresh Market's own Bar•B•Que Sauce. For anyone who has been searching for the perfect, no-fail, do-it-all barbeque sauce, here it is! Available in two flavors, the "[Rich and Smokey](#)" sauce has a hickory-mesquite smoke flavor with a touch of apple and chipotle. Handcrafted from a 4th generation Kansas family recipe, it is excellent slathered on ribs, pork, chicken, or turkey. The "[Thick and Sweet](#)" sauce is restaurant-inspired with molasses and fresh onions; this is the perfect base sauce for baked beans. Try it on slow-cooked beef brisket, pork, or chicken.

Another way to add extra flavor to meat, seafood, vegetables or fruit is with The Fresh Market's Grilling Planks. Just soak the plank in water and put meat, poultry or fish directly on top before placing on the grill to give food a smoky flavor while keeping it moist. Available in sustainably sourced Cedar, Maple, Red Oak and Alder; these planks can be used indoors or out.

The Fresh Market Bar•B•Que Sauces regularly retail for \$4.49 each and are on special at 2 for \$7.00 through May 26. The Fresh Market Grilling Plank regularly retails for \$9.99 each and is on special for \$7.99 through May 26. Both products are available in stores and online at www.thefreshmarket.com.

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.

###