



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

THE FRESH MARKET SHARES LESSONS FOR PACKING HEALTHY LUNCHES *Specialty Grocer Helps Parents and Kids Get an A+ in Eating Smart*

GREENSBORO, NC (August 13, 2009) – It's time to swap out the pool bag for a backpack and get ready to head Back to School, where the first lesson is learning about healthy choices for lunches and snacks. The equation starts with interesting and healthy food choices, divided by a great tasting drink, plus a healthy treat. That equals a delicious lunch for the kids that parents can feel good about.

Many parents ask the question: what pre-packaged food items are nutritious and convenient that a child will actually eat? The lunchbox dilemma is the same every year - what parents want and what kids want are not always the same. With a few ideas from The Fresh Market, parents can pack lunches that give their kids the energy they need with enough variety to help even the pickiest children eat smart.

Sandwiches can get boring; what else is there?

Start by thinking outside of the bread box and applying a generous amount of **Barney Butter Almond Butter** inside **Father Sam's Mini Pockets**. Barney Butter is all-natural and created in an almond-only facility, which makes it an option for those with peanut allergies. Made exclusively from roasted California almonds it is available in smooth or crunchy. Father Sam's Mini Pockets have no fat and no cholesterol. Their small size makes them a fun choice for sandwiches; add thinly sliced bananas or a dab of honey or organic jam for natural sweetness.

Fresh fruit is perfect but doesn't always travel well; what are some other options?

Get a fruit serving – or two – with **Vermont Village Organic Applesauce Cups**. Certified organic and 100% pesticide-free, this sauce is all about the apples. Made by carefully cooking whole fruit in small batches, each 4-ounce cup contains two apples.

What is a drink choice that isn't filled with sugar?

For a nutritious drink, pack **Horizon Organic Milk** or **Back To Nature Juices**. Horizon cows eat only organic feed and have access to clean water, fresh air, organic pastures and exercise. Packaged in individual servings that don't need to be refrigerated, it's a great item for lunchboxes. Horizon Organic Milk is available in vanilla and chocolate reduced fat. Back To Nature Juices have no added sugars, artificial preservatives, colors or flavors. Available in Apple or Fruit they are a refreshing natural choice.

Candy is not an option for the lunchbox, so what can satisfy a child's sweet tooth?

Try one of these healthy snack choices – **Back To Nature Mini Vanilla Wafers** or a **FruitaBü Fruit Roll**. With the idea of simplistic goodness, Back To Nature Mini Vanilla Wafers have no artificial preservatives, flavors or colors, no high fructose corn syrup, and no hydrogenated oils. Made from smoooshed® fruit – their extra "o" is for USDA Organic – FruitaBü Fruit Rolls give kids an opportunity to play with their food! We won't tell them that this nutritious roll up provides one serving of fruit in each pack.

- MORE -

*The Fresh Market Back To School
Page 2*

For college-bound kids, parents can still influence healthy dorm-room choices by sending the “A+ Snacks for Back to School” box from The Fresh Market Online (www.thefreshmarket.com). The selection includes: Peanut Butter & Co. Smooth Operator, TFM Organic Grape Jelly, Flatout Bread Wraps, Vermont Village Organic Applesauce Cups, TFM Multigrain Oatmeal, Nature’s Path Organic Toaster Pastries, Horizon Organic Vanilla Milk, Back to Nature Chocolate Chunk Cookies, Kashi Honey Almond Flax Bars, and Back to Nature Organic Cherry Vanilla Granola* (\$59.99 retail).



* Contents subject to change based on quantity and 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 88 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.

###