

**Contact:**  
Meredith Quinn  
KC Public Relations  
404.233.3993  
mquinn@kcpr.net

**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET RELOCATES ITS MANDARIN STORE**  
*Specialty Grocer Opens Larger Store with Expanded Selection in Julington Creek*

**JACKSONVILLE, FL** (September 21, 2009) – To better serve its Mandarin-area and Julington Creek community customers, **The Fresh Market** is excited to announce the opening of its new and expanded store. The company is moving from its current location at 10950 San Jose Boulevard to 12807 San Jose Boulevard, in the Julington Creek Marina development.

In its new location, The Fresh Market will continue to provide customers with extraordinary customer service in a new, more spacious store that will offer an even greater variety of products. At just over 23,500 square feet, the store will feature larger grocery aisles and an expanded grocery selection with over 300 new items, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a vast assortment of prepared foods, an increased array of organic items and larger floral, gift and bakery departments. In addition, the expanded grocery selection will include more convenience items, allowing customers to complete their shopping at one store.

The grand opening of the new store will take place at **9 a.m. on Wednesday, October 14**. Customers are invited to an opening celebration which will include a complimentary outdoor barbeque, food sampling stations, chef demonstrations and a free sample bag of coffee to the first 1,000 customers.

Additionally, the store's first 500 customers will be entered into a drawing to win The Fresh Market Pantry. Valued at approximately \$500, the Pantry is a collection of The Fresh Market's own TFM-branded favorites, including spices, stocks, pastas, pancake mixes, gourmet sauces, jams and more to fill the lucky winner's kitchen cupboard.

"The Fresh Market deeply appreciates the loyalty and long-term relationships we have with our customers in the Mandarin area," said Craig Carlock, chief operating officer. "We are excited to provide a larger, enhanced and updated store that will better serve this thriving community."

**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 91 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](http://www.thefreshmarket.com).

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