



For more information:

Kristin Cowart/Lara Bronstein
KC Public Relations
404.233.3993

kcowart@kcpr.net/lbronstein@kcpr.net

MEDIA ADVISORY

Culinary Creativity Blooms with The Fresh Market's TFM Brand Products This Season

The Fresh Market Invites its Customers to Participate in Spring Recipe Challenge

GREENSBORO, NC (January 6, 2010) – The Fresh Market is springing into action with an exclusive recipe challenge celebrating its private label products and the coming season. Even though temperatures remain cool, The Fresh Market is heating things up by inviting customers to whip up their favorite creations with the store's TFM-branded products in the "TFM Recipe Challenge." The winner will walk away with a \$500 TFM pantry product giveaway!

WHAT: TFM Recipe Challenge

The Fresh Market invites foodies to submit their favorite original recipes using their own TFM brand products. To welcome the spring season, grilling gurus and barbeque buffs alike have the opportunity to introduce their own personal creations.

Rules

Participants must incorporate three or more TFM branded products into each recipe. Any product that bears The Fresh Market name or logo is eligible for use.

Participants must use at least one protein, such as meat, seafood, tofu, beans, eggs, etc.

Participants are urged to use a *spring and early BBQ season* theme when developing their recipes.

Entries will be judged based on creativity, taste, ease of preparation and appearance. Winner will be notified by telephone or email, and the winning recipe will be printed in the May issue of the company's monthly *Inspirations* magazine.

WHEN: Deadline for entries is **February 2, 2010**.

WHERE: Participants can submit recipes online at www.thefreshmarket.com/recipes.

WHY: TFM Recipe Challenge winner receives recognition in the May edition of *Inspirations* magazine, major bragging rights and \$500 worth of TFM pantry staples.

For more information, please visit The Fresh Market stores or www.thefreshmarket.com.

###