



Contact:
Karina Timmel, KC Public Relations
404.233.3993; ktimmel@kcpr.net

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THE FRESH MARKET® GOES BEYOND BURGER BASICS THIS SUMMER *Specialty Grocer Offers Sizzling Ideas To Upgrade The Burger In Short Order*

Greensboro, NC (March 14, 2008) – The Fresh Market strives to give customers an exceptional food experience, whether grilling a filet mignon or a simple burger. This summer, the specialty grocer encourages customers to go beyond “burger basics” to explore a variety of new tastes and techniques for grilling up the perfect casual dinner with family and friends. The Fresh Market also understands that not everyone has the time to spend all day in the kitchen preparing, so it has created a simple guide to grilling the perfect burger when you don’t have a lot of time to dedicate to the grill.

If you have 15 minutes...

Add some international flair. There are plenty of options to build a better burger besides the regular spread of ketchup, mustard, lettuce and tomato. Try choosing ingredients inspired by tastes from around the world. Simply chop or grind these additions in a food processor and add them to ground beef, turkey or lamb for a whole new burger experience.

- **Greek:** Chopped Kalamata olives and crumbled feta cheese make a distinctive burger – try in a toasted pita for a truly different burger.
- **French:** Minced garlic and chopped mushrooms add texture and flavor - top with thinly sliced brie or Gouda and serve on toasted French bread.
- **Asian:** Add an Asian twist with Soy Vay® Veri Veri Teriyaki sauce mixed into meat OR top a finished burger with Robert Rothschild® Raspberry Wasabi Mustard.
- **Italian:** Mix a few tablespoons of TFM Marinara Sauce®, grated mozzarella cheese and Bella Cucina® Olivada Olive Pesto into your burger.

If you have five minutes...

Spice it up! Grilling rubs are blends of herbs and spices that you use to coat and flavor meat, fish, vegetables or whatever you choose to put on the grill. They’re known as “dry rubs” when they contain only dry ingredients like spices, or “wet rubs” when they include wet ingredients like oil, mustard or fresh garlic. Use simple additions like garlic, chives, cayenne pepper, oregano and basil or, for more complex flavors, try a pre-mixed rub. Select one that appeals to you, simply coat both sides of the meat, and place directly on the grill rack. Here are a few new convenient options at your neighborhood Fresh Market:

- TFM® Anything Goes Rub is a dry rub that can be used before roasting, baking or grilling to give your burger a subtle Moroccan flavor.
- Instant Gourmet® Awake-a-Steak is a blend of gourmet spices and fresh roasted coffee that makes a robust addition to a beef burger.
- Keep it traditional with the new TFM® Mesquite Grinder for that classic barbecue flavor.

Mix-in cheese. Instead of sliced cheese on top of a burger, crumbled and shredded cheeses help add moisture and texture when combined with the ground beef. Some of the most flavorful cheeses to mix in include feta, blue cheese, Gouda and sharp, rich cheddar.

If you have no time...

For those who are truly pressed for time but still want to impress, The Fresh Market offers ready-to-grill burgers made from their Angus and Hereford beef, ground fresh in the store every day. The Fresh Market's delicious pre-made burger patties come in a variety of flavors including Portabella Gouda, Bacon Cheddar, and Bleu Cheese.

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 78 stores in 18 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.